

**NAME** : **Effective Sales & Marketing**  
**PURPOSE** : To provide the necessary know how in developing and implementing

comprehensive Marketing and Action Planes with using techniques such as SWOT Analysis (Strengths, Weakness, Opportunities and Treats) in order to optimise the marketing activities of the Hotel as a whole.

**CONTENT** : This seminar uses an SWOT Analysis approach to developing Marketing and Action plans. Market Profile Analyses (determining external opportunities and treats) and Property Analysis will be the starting point. Other subjects will include topics such as: "Forecasting Marketing Conditions", "Setting marketing Objectives and Goals", "Developing the Overall Marketing Strategy", "Developing Loyalty and Promotional Programs", "Managing Marketing Communications And Sales Management", and "Developing Marketing and Action Plans"

**DETAILS OF THE SUBJECT:**

- Market Profile Analyses
  - Determining primary and Secondary Competition
  - Analysing Primary Competitors' Products and Services
- Property (Self) Analyses
  - Key figures Hotel
  - Double Occupancy Factor
  - Geographical Breakdown
  - Currency Breakdown
  - Market Segmentation Analyses
  - Top Accounts (Corporate and Leisure)
- Forecasting Marketing Conditions
  - Current Demand Generators
- Setting Marketing Objectives and Goals
  - Rooms Seasoning and Pricing
  - Daily Room Occupancy Budget
  - Number of Rooms Sold by Rate Segment
  - Number of Guests by Rate Segment
  - Total Net / Net Room Revenue
  - Rooms Market Segment / Reservation channels
- Developing the Overall Marketing Strategy
- Various Loyalty and Promotional Programs
  - Food & Beverage Promotions / Special Event Activities
  - Food & Beverage Loyalty Program
  - Banquet Package - Promotions
  - Health Club Promotions

- Managing Marketing Communications and Distribution Channels
  - Direct Mailings
  - Web page management
  - E-mail marketing
  - Travel Activities
  - Fair Plan and Exhibition Plan
  - Advertisement activities
  - Public Relations Activities
  - Printed Matter and Sales Tools
- Sales Management
  - Developing an Effective Sales Team
  - Sales Training