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/ Training & Seminars for the hospitality industry

/ United Kingdom

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Competent teams achieve ambitious goals

At IFH® we understand the hotel business and we understand people – we understand you need a proficient team to meet guest expectations, and deliver consistently on guest services. To do this you need to attract, develop and retain top talent and maximise your team's performance.

That's why IFH® offers a series of vocation-based programmes specifically designed to make creation of winning teams easy. Built for the hotel industry, our programmes deliver best practice in Sales, Business Development, Revenue Management, Front Office Management, and Hotel managerial skills.

The power of our programmes is that we balance as much best practice and theory as time on case studies, role play and live examples. It's a rigorous but exhilarating approach, and the success of our programmes is legendary.

The result – improved motivation, improved service and improvements to the bottom line.

IFH® – The company

Founded in 1989, IFH® has delivered training programmes and seminars for international clients from around the world, constantly working to nurture talent, and optimise the skills set of their employees.

Satisfied customers include:

- Starwood Hotels & Resorts Worldwide, Inc.
- NH Hoteles
- WORLDHOTELS
- Jumeirah International Hotels
- Le Meridien Hotels & Resorts



IFH® - An experienced partner with a global track record



Thomas T. Kraft
President & CEO



Ally Dombey
Managing Director, UK



Janel Hoskins
Director, UK



Anthony Shaw
Vice President, Business Development

Whether for a small, independently-owned hotel or a large multinational company, IFH® provides revenue-generating solutions thanks to its exceptional expertise:

- IFH® team members have all held management positions in the service industry in various areas of expertise.
- Solutions are available in languages including English, German, Spanish, Italian, French, Japanese, Mandarin, Cantonese, and Arabic.
- The company has over 15 years experience in developing and successfully implementing service-related concepts and processes.
- We have offices in London, Frankfurt, Moscow, St Petersburg, Dubai, Singapore, Hong Kong and Miami, and have successfully run projects in over 40 countries.
- IFH® has both internally developed and exclusively licensed solution-support software.
- Over 7,000 companies and institutions and over 100,000 employees have benefited from our revenue generating solutions including sales management, quality assurance and training.
- We are a full-service, one-stop provider of revenue-generating solutions. We offer a complete array of services provided by our own employees.

IFH® - motivating programmes with an immediate return

IFH® training sessions are rigorous, and expectations of participants is high. Our interactive approach makes learning enjoyable and easy.

All IFH® trainers have extensive experience working in both the hospitality industry and in delivering high-quality training programs. We deliver confident employees equipped with skills that are immediately applicable in the work place, ensuring a more professional interaction with your customers as well as an enhanced focus on optimising revenue opportunities for your property.

IFH® offers four levels of training:

- Basic Training
- Specialist Training
- Skills Training
- Management Training

Your IFH® Training Team

Thomas T. Kraft

- DVT (Dual Vocational Training) in Hotel Management
- Graduate of the Hotel Business Management School in Bad Reichenhal
- Held positions as Director of Sales as well as Marketing and Regional Marketing Director for Steigenberger Hotels and Resorts
- Managing Director of Deutschladtouristik
- Founder and CEO of IFH®

Anthony Shaw

- DVT (Dual Vocational Training) in Hotel Management
- Operational and Management experience at the Park and City Hilton in Munich, Germany
- Area Training Manager for Europe, Africa and the Middle East for Hilton International
- Director of Training Sales & Marketing Hilton International
- Certified Proactive Leadership Trainer
- Vice President Business Development IFH®

Janel Hoskins

- Over 15 years experience in Reservations and Revenue Management
- Strong background in the London, Regional & UK markets
- A confident and competent team leader with excellent communication and training skills
- Proven track record in RevPAR growth
- CTA and Group Training Techniques Certificate
- Professional Certificate in Marketing (CIM)
- Certificate in Hotel Revenue Management from Cornell University's School of Hotel Administration
- Director, IFH® UK



Effective Complaint Handling

Turning a complaint into an opportunity and dealing with "difficult" customer situations.

IFH® Skills Training

This training is for all employees with customer contact.

Seminar Goals

Participants are made aware of the importance of understanding the customer's expectations and the value they place on service delivery. They will learn the basics of communication as it relates to handling difficult situations with customers. The course will show the opportunities a complaint can provide and the danger impacts if a complaint is mishandled. Participants will explore the steps that can be applied to effectively handle and solve customer complaints.

Seminar Topics

- Services and performances – a job or a responsibility?
- The advantages and disadvantages of complaints
- The negative and positive impact of professional complaint handling
- Understanding customer feelings
- Identifying different customer expectations
- The various guest types and their typical behaviours
- The responsibilities of each team member when it comes to customers satisfaction
- Typical customer behaviour when a complaint is articulated
- Exploring the emotional and factual levels of communication
- Dealing with aggressive customers
- The difference between a critical comment and a complaint
- Defining the difference between critical comments and complaints
- Applying the 6-step approach to handling complaints
- Utilising the WINNER Formula
- Utilising positive phrasing when dealing with difficult situations
- Team exercises and practical examples
- Practice exercises using video-feedback

Quality in Professional Reservation Sales

The key steps to professionally taking room reservations and effective communication skills.

IFH® Skills Training

This training is especially designed for persons who are new to Reservations and Front Office and require development and understanding in the essential steps of professionally taking a room reservation.

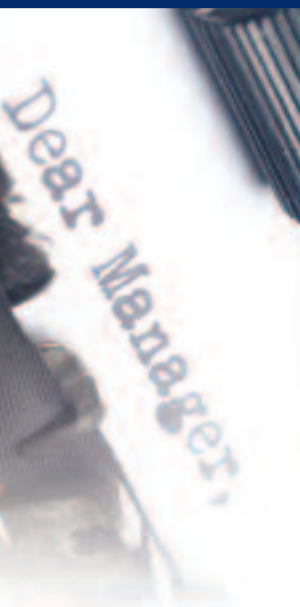
Seminar Goals

The participant will be prepared to professionally take room reservations over the telephone. In addition they will understand the different quality factors that have a direct impact on the call flow. They learn to utilise professional communication skills and to influence the customer's perception of the quality of the hotel.

The participant will grasp the key steps that are required to take a room reservation professionally, and they will be shown key communication tools that will assist them in handling difficult situations such as obtaining guarantees and pre-payment from a customer.

Seminar Topics

- Defining the key phases of a reservation
- The seven steps to effectively managing a reservation call
- The key quality criterion for a professional reservation call
- Effective call openers
- Building customer rapport during a call
- Defining the structure of a professional call
- The impact of benefits in gaining customer commitment to buy
- The foundation of effective sales
- Professionally presenting your product
- Techniques to ask for the business
- Defining the differences between reservations and bookings
- Correctly handling tentative/non-guaranteed and guaranteed reservations
- Rhetorical tips and tricks to getting a guaranteed booking
- Adding a "service benefit" within the reservation call
- Professionally closing the call
- Group discussion and team exercises



DURATION:
1 DAY

START AND FINISH TIMES:
10.00 – 18.00



DURATION:
1 DAY

START AND FINISH TIMES:
10.00 – 18.00

Can be run in conjunction with Professional "Up-selling" in Room Reservations as a two-day course.

Professional "Up-selling" in Room Reservations



Effectively selling higher category rooms through the "Alternative Selling" technique

IFH® Skills Training

This training is for employees from Reservations or Front Office who have a solid background in reservation sales. The techniques used during the training are based on a hotel selling rooms via categories. Participants are made aware of all quality factors within a reservation call that are key to ensuring a professional call flow.

Seminar Goals

The course is focused completely on introducing the participants to a variety of selling techniques. Participants will be introduced to the latest methods in alternative selling techniques, and through the course of the seminar will be able to develop these skills so that they can be implemented immediately back at work. In addition, the course will give the participant tools that will assist in securing a higher conversion of inquiries into bookings. Participants will be shown methods that enhance a sales focused dialogue with their customers. The seminar focuses on maximising both revenue and occupancy through a sales focused approach to selling rooms over the telephone.

DURATION:
1 DAY

START AND FINISH TIMES:
10.00 – 18.00

Can be run in conjunction with Quality in Professional Reservations Sales as a two-day course.

Seminar Topics

- Review of the foundation of effective reservation sales
- Identifying sales and revenue opportunities
- Introduction to the sales responsibilities of a reservation agent
- Exploration of various selling techniques
- Advantages of the alternative and suggestive selling techniques
- The steps to applying the "Alternative Selling Approach"
- Defining price and product differentials
- Effectively creating and using an alternative selling matrix
- Using customer WIFMs (What's in it for me?) to successfully close the sale
- The IFH® 7-step approach to professional selling
- Effective first and secondary closes
- Selling BAR Rates to the customer and explaining rate types
- The steps to effectively communicate rate restrictions to the customer
- Effective selling across the major price bands (Flex rates/Promotions/Packages etc.)
- Review of the key steps to taking a reservation
- Group discussion and team exercises
- Practical exercises and role plays

Successful Conference and Banqueting Sales



Increased revenues through professional MICE sales and the application of profit-oriented selling techniques.

IFH® Specialist Training

This training is for Meeting and Event Managers, their assistants and members of the Conference and Banqueting Sales team.

Seminar Goals

Participants will learn the key quality factors to create a professional call flow with their customers. They will be introduced to new effective questioning techniques that will help to identify various sales opportunities during an inquiry on the phone. They will be able to sell additional services using easily applicable selling techniques. After the training they will be able to handle customer objections professionally creating a positive impression as well as increasing success in sales, thus enhancing customer loyalty to the hotel.

Seminar Topics

- Key factors for a professional call
- Key criteria ensuring the quality and the sales impact
- Defining the correct call flow and call phases
- Question techniques to obtain key inquiry information
- The rational and emotional fundamentals of selling
- The key steps to selling successfully
- Professional selling techniques and effective handling of customer objections
- Utilising customer needs and benefits in the selling process
- The professional hotel introduction over the phone
- Optimising revenue through selling packages and add-on services
- Up selling techniques for daily delegate packages
- Defining benefit statements and communicating it to the customer
- Justifying room rental and set up charges
- Confidently leading and winning price negotiations
- Phrasing requests for deposit payments and special conditions
- Techniques for successfully closing the sale
- Application of positive phrasing when taking requests
- Practice through role plays and feedback using telephone recordings

DURATION:
2 DAYS

START AND FINISH TIMES:
DAY 1 10.00 – 18.00
DAY 2 9.00 – 17.00

Introduction and Fundamentals of Revenue-Management



Utilising effective yield management practices in regard to rate and demand to optimise revenue growth within the Revenue Department

IFH* Specialist Training

This training is for Owners, General Managers, Front Office and Reservation Managers with the authority to make rate and space decisions. This seminar is geared to hotels with 50+ rooms that operate in a market with at least two different demand periods.

Seminar Goals

Participants will be familiarised with the fundamentals of Yield and Revenue Management. They will learn how to practically apply these fundamentals back at work. Through the course of the seminar participants will understand how to define a daily selling strategy and how to operate a daily budget. The principles of utilising professional forecasting methods and defining a daily business mix will also be introduced.

Seminar Topics

- Definition of yield management
- How is yield management applied in hotels today?
- The definition of a daily sales strategy
- The principles of forecasting
- Creating the optimal business mix per demand season
- Defining and applying the correct demand period
- Example-calculation with the key yield indicators
- Reviewing the advantages of using yield indicators instead of average rate and occupancy percentages to measure department profitability
- Key factors of modern yield and revenue management
- Steps to implementing yield management
- Possible dangers when yield is interpreted and applied incorrectly
- Effective yield meetings
- Possibilities of putting yield into practice
- Practical examples, team exercises

Effective Yield and Revenue Management Strategies

Defining rate and daily selling strategies, and utilising modern distribution channels and booking engines, in order to generate bottom-line profit.

IFH* Specialist Training

This training is for Owners, General Managers, Front Office and Reservation Managers with the authority to make rate and space decisions. This seminar is geared to hotels with 50+ rooms that operate in a market with at least two different demand periods. Participants attending this programme must have attended the IFH* Seminar "Introduction and Fundamentals of Yield/Revenue Management" or they should have a very sound background of the fundamentals of yield and revenue management within front office and reservations departments.

Seminar Goals

Participants will be able to set and apply effective short and long-term yield and revenue management strategies. In addition the participant will learn how the various distribution channels can be used to positively impact a hotel's yielding potential. The seminar will also introduce the participants to methods that can be used to evaluate and control yield and revenue management processes that ensure a hotel maximises its revenue opportunity.

Seminar Topics

- Analysing the competition and their rate strategies
- Tools for the competition check
- Creating strategic rate structures and incorporating these into an effective yield strategy
- Creating different BAR Levels
- Corporate and Leisure BAR Rates and how to communicate to the customer and the sales team
- Setting and applying sales focused "Price Fencing"
- Setting sales focused market segmentation
- Effectively applying key revenue management controls
- Setting up a daily yield management checklist
- Utilising GDS/IDS distribution channels to positively impact yield
- Applying a strategic approach to room categorisation
- Applying sales focused controls within GDS/IDS
- The importance of "Single Image" inventory in yield and revenue management.
- Review of electronic yield management solutions
- Group discussion and team exercises
- Practical Exercises



DURATION:
2 DAYS

START AND FINISH TIMES:
DAY 1 10.00 – 18.00
DAY 2 9.00 – 17.00

DURATION:
2 DAYS

START AND FINISH TIMES:
DAY 1 10.00 – 18.00
DAY 2 9.00 – 17.00

Setting Up Appointments and Qualifying Prospect Customers



Finding and qualifying new customers for meetings, events or corporate bookings and setting up the appointment for a professional sales meeting.

IFH® Specialist Training

This training is for hotel sales teams who are required to perform professional sales activities in the acquisition of new customers.

Seminar Goals

The participants will be able to immediately put into practice effective techniques to qualify new customers via the telephone. They will quickly apply new question techniques and identify sales opportunities. The seminar also introduces the participants to methods that can be used to handle difficult situations when using the telephone. Additionally they will learn how to gain the customer's trust, and the different techniques needed to effectively set up an appointment for a sales meeting.

Seminar Topics

- Particularities related to telephone communication
- The barriers in telephone sales
- Traits of a professional hotel tele-sales person
- Understanding marketing and searching the web
- Identifying the right customer
- Preparing the call efficiently
- The sales cycle and the benefit in utilizing telephone selling activities
- Setting the right goals
- Measuring success in telesales activities
- Tips and tricks to finding the right contact
- Effective call openings to create customer interest
- How to obtain more information by using effective questioning techniques
- How to successfully arrange a sales meeting
- The IFH® -Call Strategy to obtain more sales calls
- Positive phrasing and communication
- How to deal correctly with customer resistance
- How to present the advantages of hotel services
- Presenting USPs and differentiating them to the competition
- Applying skills to win new customers
- Exercises with call recordings and telephone

DURATION:
2 DAYS

START AND FINISH TIMES:
DAY 1 10.00 - 18.00
DAY 2 9.00 - 17.00

Professional Selling Skills in Hotel Sales



Hunting for new customers for meeting/conventions or events as well as contracted room business.

IFH® Specialist Training

This training is for Sales Managers and members of the hotels sales force who are responsible for acquiring new customers.

Seminar Goals

Participants will learn the techniques required in managing a strategic sales pitch with a potential new customer. It will cover the cycle of sales and begins with the first sales appointment. It will enable the participant to clearly set goals and structure the sales call, and measure the quality of each call.

In addition, the benefits to using positive justification methods within the framework of the discussion with the customer will be explored as well as the effects these have on successfully closing the sale.

Seminar Topics

- Professional preparations for a sales call
- Searching the web and identifying needs and appropriate questions
- How to set goals prior to holding a sales pitch with a prospective new customer
- Questioning techniques to obtain information from the customer
- Structuring and the phases of a sales call
- Strategy for opening of the conversation
- Key methods to be used when identifying the room night potential of local corporate customers.
- Identifying business potential of conference and meeting/event customers
- Strategies to overcome typical customer objections
- The customer profile for the business potential analysis
- Preparing and presenting the hotel's services to the customer
- Handling objections
- Feedback using video
- Practical examples, team exercises

DURATION:
2 DAYS

START AND FINISH TIMES:
DAY 1 10.00 - 18.00
DAY 2 9.00 - 17.00

Negotiation Skills and Account Management



How to successfully hold rate negotiations and contracting discussions with local corporate customers and MICE bookers.

IFH® Specialist Training

This training is for Sales Managers and Directors.

Seminar Goals

Participants will learn how to strategically and competently manage contract negotiation with existing customers. In addition they will explore the requirements needed to set up a systematic account management system within the sales department. The participants will also learn the techniques to effectively and confidently manage and win price negotiations with customers.

Seminar Topics

- Criterion to measure an account performance
- Evaluation and categorisation of an account
- Setting account goals for the account manager
- Defining account strategies
- Enhancing the booker and decider network within an organisation
- Account management of local corporate customers
- Identifying the needs and requirements of the customer during a follow-up sales call
- Preparing the follow-up call to ensure signing of the contract
- Setting objectives for a follow-up call
- The principles of a contract negotiation
- Convention and meeting sales including sales focused customer presentations
- Effective communication of price increases to the customer
- How to win price negotiation discussions – which strategies work?
- Developing and presenting price solutions
- Developing strategies for the acquisition of new customers
- Feedback using the video
- Practical examples, team exercises

DURATION:
2 DAYS

START AND FINISH TIMES:
DAY 1 10.00 – 18.00
DAY 2 9.00 – 17.00

It's Time For Time Management



Managing the increase of daily tasks more effectively, and achieving better results through applying professional self-management techniques.

IFH® Management Training

This course is targeted at General Managers and Heads of Department who are responsible for task and project planning.

Seminar Goals

Win back more time!
Participants will learn organisational and management techniques tailored to the hotel industry that will support them in efficiently planning their time. Through a process of self-analysis during the seminar participants will gain confidence in themselves to put the newly acquired skills into practice freeing up time to take on additional responsibilities.

Seminar Topics

- Why is time-management a challenge?
- The effects on your career and your personal life of establishing personal goals
- The characteristics and techniques of organised managers
- Identifying the daily work load
- Effective prioritising through the "Eisenhower-Principle"
- Evaluating each task by using the "COREQ" - Model
- Applying methods of self-organisation
- Defining the importance of tasks using "Importance" indicators
- The tidy desk – is it a dream or reality?
- Working effectively with written communication
- Efficient use of email
- Streamlining work processes to maximise productivity
- Working with outlook or a PDA
- Identifying and eliminating "Time Wasters"
- Tried and tested techniques for efficient planning and self-organisation
- The IFH®-TIME-MANAGEMENT-PROGRAMME
- Effective delegation techniques
- Self-assessment exercises

DURATION:
1 DAY

START AND FINISH TIMES:
10.00 – 18.00

IFH® Corporate Seminar Programmes



IFH® focuses on services that increase revenues and improve quality of performance; therefore, you can take advantage of a great variety of training programs.

If you have six or more participants to train in-house, then it is more cost effective to have an IFH® trainer come to you. IFH® offers efficient, competent training for a department, a hotel or chain. The programmes are designed around structured training methods that ensure the successful transfer of both knowledge and skills to the participants.

Standard IFH® training programmes can be used or alternatively tailor a programme to meet the demands of your business. If you have a unique business challenge, IFH® can produce an exclusive training programme for you. You have the choice of using or owning the programme in the future.

IFH® offers a total of over 90 different seminar topics which can be customised to meet the individual needs of your employees. The topics can be combined to create a development package to address a variety of different training requirements, or IFH® will work with you to create a unique programme tailored to meet very specific training needs.

Seminar Registration Form

How to book your IFH® seminar

- **ON LINE**
at www.ifh-worldwide.co.uk
- **EMAIL**
ally.dombey@ifh-worldwide.com
- **FAX**
Fax this registration form to IFH® on +44 (0)20 76356810
- **LETTER**
Just drop this coupon in an envelope and mail to IFH®
- **PHONE**
Call Ally Dombey on +44 (0)7799 767 326

Seminar Title

Date

Location

Name

Position

Hotel

Address

Telephone

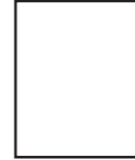
Fax

E-mail

Contact Person's name

Position

Signature



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Booking an IFH® Open Venue Seminar is Easy.

To reserve a place on an IFH® seminar, book directly online at www.ifh-worldwide.co.uk using the on-line booking code where this is available. Alternatively email ally.dombey@ifh-worldwide.com with the date and seminar you wish to book.

TERMS AND CONDITIONS

The following terms and conditions apply to bookings made for an open venue seminar:

The seminar registration fee includes the participant workbook and seminar certificate, lunch and refreshments where provided. Joining instructions and a VAT invoice will be sent to you on receipt of your booking together with a full statement of our terms and conditions, the principal conditions of which are stated below.

Delegate substitutions and course transfers

Delegates from the same company can be substituted at any time for an administration fee of £20 per name. Delegates can transfer from one seminar to another of equal value or higher for a fee of £20. Transfers must be redeemed within 12 months of the original booking.

Cancellation policy

Cancellations must be received in writing at least 30 days prior to the start of the seminar for a full refund. Cancellations made 29 days or less prior to the start of the seminar incur a fee of £30 and are non-refundable.

Multiple booking discounts

Please phone for details of booking discounts available for 2 delegates or more.

Dietary and other requirements

Please inform us of any dietary requirements you have at the time of booking. Please call us on +44 (0)7799 767326 to discuss any other special requirements including accessibility.

