LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Introduction to Hotel Sales & Revenue

Workshop Level

LAPT — London Academy of Professional Training

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Reference HS-HSR-W • Hospitality Centres (old)

UKPRN 10067351 • Registered in England and Wales, company 4984798

6	18	72	440	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**HS-HSR-W**
AWARD	**Certificate**
ASSESSMENT	**440 marks — 264 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1 Health and Safety in Hospitality

3 chapters · 12 classes · 65 marks

- **1 Basic Health and Safety Procedures** — 4 classes
  - 1.1 Understanding Workplace Hazards
  - 1.2 Using Personal Protective Equipment
  - 1.3 Reporting Safety Incidents
  - 1.4 Maintaining a Safe Work Environment
- **2 Personal Hygiene Standards** — 4 classes
  - 2.1 Importance of Personal Hygiene
  - 2.2 Hand Washing Techniques
  - 2.3 Grooming and Appearance Standards
  - 2.4 Managing Illness in the Workplace
- **3 Emergency Procedures and Protocols** — 4 classes
  - 3.1 Identifying Emergency Situations
  - 3.2 Evacuation Procedures
  - 3.3 First Aid Basics
  - 3.4 Communication During Emergencies

2 Professional Appearance and Conduct

3 chapters · 12 classes · 65 marks

- **1 Dress Code and Grooming** — 4 classes
  - 1.1 Understanding Dress Code Standards
  - 1.2 Personal Grooming Essentials
  - 1.3 Choosing Appropriate Attire
  - 1.4 Maintaining Professional Hygiene
- **2 Body Language and Communication** — 4 classes
  - 2.1 Interpreting Body Language Signals
  - 2.2 Effective Non-Verbal Communication
  - 2.3 Building Rapport Through Body Language
  - 2.4 Listening Skills for Hospitality
- **3 Building a Professional Image** — 4 classes
  - 3.1 Creating a Positive First Impression
  - 3.2 Developing Confidence in Appearance
  - 3.3 Networking and Professional Relationships
  - 3.4 Maintaining Professionalism in All Situations

3 Customer Service Fundamentals

3 chapters · 12 classes · 65 marks

- **1 Understanding Guest Needs** — 4 classes
  - 1.1 Identifying Guest Preferences
  - 1.2 Anticipating Guest Expectations
  - 1.3 Personalizing Guest Experiences
  - 1.4 Gathering Feedback Effectively
- **2 Effective Communication Skills** — 4 classes
  - 2.1 Active Listening Techniques
  - 2.2 Clear and Concise Messaging
  - 2.3 Non-Verbal Communication Cues
  - 2.4 Building Rapport with Guests
- **3 Handling Guest Complaints** — 4 classes
  - 3.1 Listening to Guest Concerns
  - 3.2 Apologizing Effectively
  - 3.3 Resolving Issues Promptly
  - 3.4 Following Up After Complaints

4 Introduction to Hotel Sales Techniques

3 chapters · 12 classes · 65 marks

- **1 Basics of Hotel Sales** — 4 classes
  - 1.1 Introduction to Hotel Sales
  - 1.2 Key Sales Terminology
  - 1.3 Understanding Customer Needs
  - 1.4 Building Sales Strategies
- **2 Sales Channels and Distribution** — 4 classes
  - 2.1 Types of Sales Channels
  - 2.2 Online vs Offline Sales
  - 2.3 Role of Travel Agents
  - 2.4 Managing Distribution Strategies
- **3 Understanding Market Segmentation** — 4 classes
  - 3.1 What is Market Segmentation?
  - 3.2 Identifying Target Markets
  - 3.3 Demographic Segmentation Techniques
  - 3.4 Benefits of Market Segmentation

5 Digital Marketing for Hotels

3 chapters · 12 classes · 90 marks

- **1 Introduction to Digital Marketing** — 4 classes
  - 1.1 What Is Digital Marketing?
  - 1.2 Importance of Online Presence
  - 1.3 Understanding Target Audience
  - 1.4 Basic Digital Marketing Tools
- **2 Social Media Strategies** — 4 classes
  - 2.1 Choosing the Right Platforms
  - 2.2 Creating Engaging Content
  - 2.3 Building a Social Media Calendar
  - 2.4 Measuring Social Media Success
- **3 Email Marketing Essentials** — 4 classes
  - 3.1 Crafting Effective Email Campaigns
  - 3.2 Building an Email List
  - 3.3 Understanding Email Metrics
  - 3.4 Compliance and Best Practices

6 Revenue Management Basics

3 chapters · 12 classes · 90 marks

- **1 Understanding Revenue Management** — 4 classes
  - 1.1 Introduction to Revenue Concepts
  - 1.2 Importance of Revenue Management
  - 1.3 Key Performance Indicators in Hospitality
  - 1.4 Revenue Management Terminology
- **2 Pricing Strategies for Hotels** — 4 classes
  - 2.1 Understanding Pricing Models
  - 2.2 Dynamic Pricing Techniques
  - 2.3 Competitor Pricing Analysis
  - 2.4 Discounting and Promotions
- **3 Forecasting and Budgeting** — 4 classes
  - 3.1 Basics of Forecasting
  - 3.2 Creating a Budget for Hotels
  - 3.3 Analyzing Historical Data
  - 3.4 Adjusting Forecasts Based on Trends