



# Certified Hospitality Sales and Marketing Management Professional

**Vskills Certifications**

**Vskills Brochure**



## Certified Hospitality Sales and Marketing Management Professional

Hospitality is the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers.

Sales and marketing manager in the hospitality industry plays the vital role of increasing revenues by marketing and promotional activities to better utilize accommodation, F&B, meeting and leisure facilities.

### Why should one take this certification?

This course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Hospitality Sales and Marketing Management Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

### Who will benefit from taking this certification?

Job seekers looking to find employment in sales or marketing departments of various hospitality companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

### Fee Structure

Rs. 3,499/- (Excludes taxes) \*

\* Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

## Table of Contents

### 1. Hotel Organization

- 1.1 Divisions of a Hotel
- 1.2 Front Office
- 1.3 Housekeeping Department
- 1.4 Maintenance or Engineering Department
- 1.5 Food and Beverage Department
- 1.6 Accounting Department
- 1.7 Sales and Marketing
- 1.8 Supporting Departments

### 2. Hotel Rooms

- 2.1 Types of Hotel Rooms

### 3. Front Office

- 3.1 Front Office Basics
- 3.2 Front Office Operations
- 3.3 Guest Cycle
- 3.4 Sale Process

### 4. Room Reservation

- 4.1 Reservation Basics
- 4.2 Reservation Activities
- 4.3 Factors Affecting Reservation
- 4.4 Modes of Payment
- 4.5 Types of Hotel Reservation Systems
- 4.6 Sources of Reservations
- 4.7 Managing Reservations
- 4.8 Guest Registration
- 4.9 Guest Check Out
- 4.10 Payment with Different Payment Modes
- 4.11 Revenue Management
- 4.12 Yield Management

### 5. Theories of Selling

- 5.1 “Right Set of Circumstances” Theory Of Selling
- 5.2 “Buying Formula” Theory of Selling
- 5.3 “Behavioral Equation” Theory

## **6. Prospecting, Objection Handling and Closing**

- 6.1 Prospecting
- 6.2 Formulating Prospect Definitions
- 6.3 Searching out Potential Accounts
- 6.4 Sales Resistance
- 6.5 Closing Sales

## **7. Sales Forecasting**

- 7.1 Types of Personal-Selling Objectives
- 7.2 Market Potential
- 7.3 Analyzing Market Potential
- 7.4 Market Indexes
- 7.5 Sales Potential and Sales Forecasting
- 7.6 Sales Forecasting Methods
- 7.7 Qualitative Forecasting Methods
- 7.8 Poll of Sales Force Opinion
- 7.9 Survey of Customers' Buying Plans
- 7.10 Projection of Past Sales
- 7.11 Moving Average Method
- 7.12 Regression Analysis
- 7.13 Econometric Model Building and Simulation
- 7.14 Converting Industry Forecast to Company Sales Forecast

## **8. Telesales Process**

- 8.1 Vaulting the Hurdle
- 8.2 Catching the Prospect's Interest
- 8.3 Investigation
- 8.4 Making the Sales Presentation
- 8.5 Overcoming Objections
- 8.6 Closing

## **9. Call Preparation**

- 9.1 Product or Service Knowledge
- 9.2 Knowing the Purpose of Each Call
- 9.3 Call Scripts

## **10. Marketing Strategies**

- 10.1 Strategic Intent
- 10.2 Ansoff's Product/Market Matrix
- 10.3 The Boston Matrix
- 10.4 Bowman's Strategy Clock
- 10.5 Generic Strategies - Michael Porter ()
- 10.6 The danger of Being 'Stuck in the Middle'

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- 10.7 Marketing Control
- 10.8 Internal Marketing
- 10.9 The Balanced Scorecard
- 10.10 Gap Analysis
- 10.11 KPI

### **11. Sales Promotions**

- 11.1 The Role of Sales Promotion
- 11.2 Sales Promotion Objectives
- 11.3 Consumer Sales Promotion Techniques

### **12. Implementation of Marketing Plans**

- 12.1 Marketing Implementation
- 12.2 Marketing Action Plan
- 12.3 The Marketing Plan Outline
- 12.4 Market Segmentation
- 12.5 Market Overview
- 12.6 Competitive Overview:
- 12.7 Writing SWOT
- 12.8 Goals and Objectives
- 12.9 Strategies
- 12.10 Marketing Mix Strategy
- 12.11 Place Strategy
- 12.12 Scheduling
- 12.13 Budgeting
- 12.14 Assignment and Implementation
- 12.15 Tracking Procedures

### **13. Digital Marketing**

- 13.1 Introduction
- 13.2 E-Commerce
- 13.3 Search Engine Optimization
- 13.4 Social Media
- 13.5 Behavioral Targeting
- 13.6 Email Marketing
- 13.7 Customer Relationship Management

## Sample Questions

1. Marketers argue for a \_\_\_\_\_ in which all functions work together to respond to, serve, and satisfy the customer.

- A. total quality
- B. management-driven organization
- C. collaboration model
- D. customer orientation

2. Companies who form a \_\_\_\_\_ collect information on each customer's past transactions, demographics, psychographics, and media and distribution preferences.

- A. integrated network
- B. marketing network
- C. sales network
- D. holistic union

3. Members of the marketing channel perform many key functions. Which of the following would be among those key functions?

- A. negotiation
- B. sensing
- C. producing
- D. creating

4. Marketing evaluation and \_\_\_\_\_ processes are necessary to understand the efficiency and effectiveness of marketing activities and how both could be improved.

- A. analysis
- B. feedback
- C. control
- D. consumer behavior

5. Convenience product would probably be sold using.

- A. Banking Codes and Standards Board of India
- B. intensive distribution
- C. selective distribution
- D. extensive distribution

**Answers: 1 (D), 2 (B), 3 (A), 4 (C), 5 (B)**

## Certifications

- ▶ **Accounting, Banking & Finance**
  - Certified GST Professional
  - Certified AML-KYC Compliance Officer
  - Certified Business Accountant
  - Certified BASEL III Professional
  - Certified GAAP Accounting Standards Professional
  - Certified Treasury Markets Professional
- ▶ **Big Data**
  - Certified Hadoop and Mapreduce Professional
- ▶ **Cloud Computing**
  - Certified Cloud Computing Professional
- ▶ **Design**
  - Certified Interior Designer
- ▶ **Digital Media**
  - Certified Social Media Marketing Professional
  - Certified Inbound Marketing Professional
  - Certified Digital Marketing Professional
- ▶ **Foreign Trade**
  - Certified Export Import (Foreign Trade) Professional
- ▶ **Health, Nutrition and Well Being**
  - Certified Fitness Instructor
- ▶ **Hospitality**
  - Certified Restaurant Team Member (Hospitality)
- ▶ **Human Resources**
  - Certified HR Compensation Manager
  - Certified HR Staffing Manager
  - Certified Human Resources Manager
  - Certified Performance Appraisal Manager
- ▶ **Office Skills**
  - Certified Data Entry Operator
  - Certified Office Administrator
- ▶ **Project Management**
  - Certified Master in Project Management
  - Certified Scrum Specialist
- ▶ **Real Estate**
  - Certified Real Estate Consultant
- ▶ **Marketing**
  - Certified Marketing Manager
- ▶ **Quality**
  - Certified Six Sigma Green Belt Professional
  - Certified Six Sigma Black Belt Professional
  - Certified TQM Professional
- ▶ **Logistics & Supply Chain Management**
  - Certified International Logistics Professional
  - Certified Logistics & SCM Professional
  - Certified Supply Chain Management Professional
- ▶ **Legal**
  - Certified IPR & Legal Manager
  - Certified Labour Law Analyst
  - Certified Business Law Analyst
  - Certified Corporate Law Analyst
- ▶ **Information Technology**
  - Certified Angular JS Professional
  - Certified Basic Network Support Professional
  - Certified Business Intelligence Professional
  - Certified Core Java Developer
  - Certified E-commerce Professional
  - Certified IT Support Professional
  - Certified PHP Professional
  - Certified Selenium Professional
- ▶ **Mobile Application Development**
  - Certified Android Apps Developer
  - Certified iPhone Apps Developer
- ▶ **Security**
  - Certified Ethical Hacking and Security Professional
  - Certified Network Security Professional
- ▶ **Management**
  - Certified Corporate Governance Professional
  - Certified Corporate Social Responsibility Professional
  - Certified Leadership Skills Professional
- ▶ **Life Skills**
  - Certified Business Communication Specialist
  - Certified Public Relations Officer
- ▶ **Media**
  - Certified Advertising Manager
  - Certified Advertising Sales Professional
- ▶ **Sales, BPO**
  - Certified Sales Manager
  - Certified Telesales Executive

& many more job related certifications

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