

## Management Trainings

Languages: Most courses are available in English, German and bilingual with Spanish/ French or Italian

# Brand Positioning & Values

Branding I

### Essentials of Brand Management – 2 - Days

The principles of branding, making a brand valuable, differences brand values and brand promise, identifying the competitor's positioning, comparing and niche-finding, identifying the strength, fencing from the competition and defining the own USP, translating strength and key criteria into a brand wheel, comparing brand promises and analysing the core elements. Defining a professional brand promise.

Branding II

### Vision and Mission Statement Management – 2 Days

Why do we need a vision and mission statement?  
What are the consequences when we have them?  
How do we use them correctly?  
Differences in quality of vision and mission statements.  
How to include the teams?  
How to implement and utilize the statements?

# Quality & Process Management

Quality I

### Essentials of Quality Management – 2 - Days

The principles of managing a process, applying quality management in the daily business, making quality measurable, defining the right tools, easy administration of quality management processes, how to re-engineer a process, the effect on leadership quality and consequences.

# Revenue Management

Revenue II

### Strategic Revenue Management – 2 Days - For FO & Revenue Managers

Analyzing 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, dynamic pricing with COR Rates, setting and applying sales focused "Price Fencing", effectively applying key revenue management controls, utilising GDS/IDS distribution channels to positively impact yield, the importance of rate parity in professional revenue management, group discussion and team exercises.

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### Revenue II

#### **Strategic Revenue Management – 2 Days - For FO & Revenue Managers**

Analyzing 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, dynamic pricing with COR Rates, setting and applying sales focused "Price Fencing", effectively applying key revenue management controls, utilising GDS/IDS distribution channels to positively impact yield, the importance of rate parity in professional revenue management, group discussion and team exercises.

### Time Management

#### **Time Management & Self Organisation – avail. in 1 or 2 Days** For Sen. Department Heads

Time Mgt effects your career, the techniques of organized managers, identifying the daily work load, prioritising by the "Eisenhower-Principle", evaluating by the "COREQ" – Model, efficient use of email, organizing and handling your daily eMail load, eliminating "Time Wasters", delegation techniques.

### Business Planning

#### **Strategic Business Planning – 2 Days**

For Director of Sales & Sen. Department Heads

The purpose of a business plan, the professional structure and the content of a today's business plan, objective and purpose of an analysis, Components of a professional business analysis, Competitor Set Analysis Tools, defining a SWOT Analysis, phrasing conclusions professionally, defining strategic & quantitative goals, changing the segmentation and its impact, setting up a strategic business mix, defining the key feeder markets and the applicable sales strategy. Case Study: Plan and Act

### Leadership - Levels

#### **Essentials of Leadership – 2 Days**

For Sen. Department Heads

Characteristics of a good leader, difference between leader and manager, defining leadership principles, understanding different personality types, setting department goals, team communication, appointing & controlling tasks, ensure quality performance, providing constructive feedback.

#### **Advanced Leadership – 2 Days**

For Sen. Department Heads

Connecting the company's vision and mission to your leadership objectives, setting up responsibilities in your team, defining project work to encourage motivation, empowerment of team members, setting annual goals for each employee.

#### **Professional Appraisals – 2 Days**

For Sen. Department Heads

Analyzing and assessing the employee's performance, rational and emotional factors when critiquing, giving rational performance feedback, setting performance goals, steps and flow of the appraisal meeting, communication skills.

#### **Conflict Management– 2 Days**

Understanding different personality types –their motives, values and believes, types of conflicts in an organization, sources and prevention, steps of the conflict management, communication techniques, case studies, role play - feedback.

#### **Leading a Sales Team– 2 Days**

Challenges of leading a sales team, goal setting for a sales force, future of sales and revenue management, performance measurements, sales working with the hotel's operation, personality type of sales people and task to assign, leading a sales meeting, developing & motivating a team.

## Management Trainings

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OpenSky is an honorary member of the HSMA Association and an active member of the Hotel General Manager's Association as well as the Travel Industry Club.

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