



# Smart moves for revenue growth

Unlock your team's potential  
Seamless and cost-efficient L&D services



## Who should attend?

Team members wanting to learn the art of optimising revenue through strategic control of pricing and inventory. In other words, selling the right room to the right customer, at the right time at the right price. This course covers the principles of Revenue Management.

## What's in store for you?

- ✔ This introductory course will lay the groundwork to becoming a strategic thinker in revenue management.
- ✔ Deep dive into customer segmentation, demand patterns, and distribution channels to identify revenue opportunities and enable team members to make informed decisions about pricing.
- ✔ Understand the principles of supply and demand, dynamic pricing and forecasting. Compare a variety of customer types, and their revenue impact.
- ✔ How performance metrics like RevPAR and ADR inform decision making.

## How will you learn?

Delivery will be in person and virtually, with trainers Tracie Crombie and Sinéad Walsh.



**Contact Tracie, Sinéad or the wider Ariosi team using the contact details below if you require additional information.**

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