

Pricing Sheet

Certifications

Revenue Optimization Essentials: This 90-day certification offers unique Certified Course Series tailored to various positions within the hospitality industry. It provides you with insights into the role of a revenue professional and equips you with tools to propel your career to new heights.

Foundational courses designed for:

- Newly promoted from other departments
- New to Hospitality Industry
- Recent College graduates
- Prep courses for future proportions
- General Managers
- Executive Committee Members
- Department Heads
- Front Office, Reservations Staff, and Night Audit
- All Hospitality Students

Certifications by Role

| | Base Certification Pricing | SalesBoost Customers Discounted Rate |
|---|----------------------------|--------------------------------------|
| Revenue Optimization Essentials for Group Sales Managers REVOPT101, 102, 103, 104-107, 201, 205, 207, 212 • <i>In this certification course, you will learn the revenue optimization foundations for evaluating and pricing processes in strategically placing of group business.</i> | \$599 | \$159 |
| Revenue Optimization Essentials for Transient and Leisure Managers REVOPT101,102, 103, 104-107, 201, 203, 205, 206, 208, 209, 210, 211 • <i>In this certification course, you will learn the revenue optimization foundations for evaluating and determining the best transient business for your individual property(ies).</i> | \$599 | \$159 |
| Revenue Optimization Essentials for Marketing Leaders REVOPT101,102, 103, 105-107, 108, 201, 203, 208, 209, 210 • <i>Earning this certification will enable the Marketing Leader to work in tandem with the Revenue Optimization team, ensuring proper, strategic and timely deployment of marketing efforts.</i> | \$599 | \$159 |
| Revenue Optimization Essentials for General Managers and Director of Sales and Marketing REVOPT101, 102, 103,104, 105, 106, 107,108, 201, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212 • <i>A robust and comprehensive certification course to help Operational and Sales Executives understand and speak fluently with their revenue professional in strategic vision, discussions, and strategies.</i> | \$1099 | \$439 |

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Certifications by Role Cont.

| | Base Certification Pricing | SalesBoost Customers Discounted Rate |
|--|----------------------------|--------------------------------------|
| Revenue Optimization Strategies REVOPT 204,205,206,207,208,209,210,211 • <i>In this certification course, you will acquire knowledge of how to create an optimal business mix and how to deploy strategies within each segment to generate the most profitable outcome.</i> | \$599 | \$319 |
| Revenue Optimization Essentials for Revenue Analysts REVOPT101-108; REVOPT201,205, 206,207,212 • <i>For those new to the Revenue Optimization Discipline, this certification course will provide a solid Revenue Optimization foundation.</i> | \$749 | \$319 |
| Revenue Optimization Essentials for Revenue Managers REVOPT101-108; REVOPT201,202,204,205, 206,207,208,209,212 • <i>This certification provides the basics for Revenue Managers to understand and implement the day-to-day tactics to achieve the hotel's strategic goals.</i> | \$979 | \$499 |
| Advanced Revenue Optimization for the Revenue Leader REVOPT103-108 & REVOPT201-212 • <i>In this certification course, you will learn all the inner workings of each segment, setting and deploying strategy. From the basics of Revenue Optimization theories, through the details of developing a strategic vision, to implementing the tactics to achieve and exceed goals.</i> | \$1329 | \$899 |
| Revenue Optimization for Operations REVOPT101,104,105,106,208,209,211,212 • <i>Essential for the operations departments, this certification course provides knowledge of what revenue optimization is, how pricing strategies are developed, and implemented for different types of guests.</i> | \$579 | \$319 |
| Revenue Optimization for the Hospitality Executive REVOPT101,104,105,106,108,201,203,206,207 • <i>This certification course provides Executive Committee members the foundational understanding of Revenue Optimization, its strategies, tactics, and deployment of creating the most profitable environment for the hotel.</i> | \$799 | \$319 |

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Mini Certifications

| | Base Certification Pricing | SalesBoost Customers Discounted Rate |
|---|----------------------------|--------------------------------------|
| Revenue Optimization Concepts REVOPT 101-104 <ul style="list-style-type: none"> In this certification course, you will acquire knowledge of how to create an optimal business mix and how to deploy strategies within each segment to generate the most profitable outcome. | \$229 | Included |
| Revenue Optimization Essentials REVOPT 105-108 <ul style="list-style-type: none"> For those new to the Revenue Optimization Discipline, this certification course will provide a solid Revenue Optimization foundation. | \$229 | Included |
| Revenue Optimization for Group Segments REVOPT 201,205,207,212 <ul style="list-style-type: none"> In this certification, you will learn how to analyze and strategize group business through the eyes of a revenue professional to maximize this segment. | \$229 | \$169 |
| Hospitality Revenue Optimization Essentials REVOPT101,104,105,106 <ul style="list-style-type: none"> This certification course develops a knowledge of what Revenue Optimization is and how it works in the hospitality business. | \$229 | Included |
| Revenue Optimization for Transient Segments REVOPT 208,209,210,211 <ul style="list-style-type: none"> In this certification course, you will learn how to analyze and strategize transient business through the eyes of a revenue professional to maximize this segment. | \$229 | \$169 |
| Revenue Optimization and Digital Marketing REVOPT 201,203,208,209,210,211 <ul style="list-style-type: none"> This certification will give you an understanding of basic digital marketing and how to use it for the leisure segments. | \$229 | \$169 |