



Revenue By Design

Learning Delivering Repurposing

MAKING RM TRAINING MORE ACCESSIBLE FOR HOTELS



Managing Director
Revenue by Design

Revenue Management
Outsource solutions for Hotels

Training and certification
through Revenue Academy™

“Opportunity” conferences
Identifying trends and building the revenue management community

www.revenueacademy.co.uk

www.revenuebydesign.co.uk



Revenue By Design

REVENUE MANAGEMENT 3.0 WHERE NEXT?

[#opportunity2018](#)

OPPORTUNITY2019

[HOME](#)

[AGENDA](#)

[SPEAKERS](#)

[SPONSORS](#)

[LOCATION](#)

[BOOK NOW](#)

REVENUE MANAGEMENT AND THE CONNECTED CUSTOMER

Tuesday 12th February 2019

Hilton Bankside, London

#opportunity2019

The Simplification
Management System

David Turnbull, Co-Founder and
SnapShot talks to

Vivek Bhogaraju, Director Revenue
Management Solutions, Expedia

Arthur Waller, Product Owner,
Booking.com

Klaus Kohlmayr, Chief Evangelist

#oppo

MAN vs MACHINE



Revenue By Design

#opportunity2020

Welcome to Leadership from Chaos



**ANNEMARIE
GUBANSKI**
CEO - Taktikon



EMANUELE NARDIN
Managing Director
Hotel Performance



ALLY NORTHFIELD
Managing Director
Revenue by Design

LEADERSHIP
FROM CHAOS

12TH OCTOBER 2021
RIMINI
#LFC2021

ORGANIZATION:

hotelperformance
improve your business



Revenue by Design



PROUDLY SPONSORED BY:

IDEASTM
A SAS COMPANY

Global

REVENUE FORUM



2023

REVENUE ACADEMY



Revenue By Design

- Online and Face to face training
- Revenue Management
 - Essentials
 - Proficiency
 - M&E
 - F&B
 - Total RM
- Communication Skills
- Team building Skills
- Cert RM™



Revenue By Design

WHAT'S HAPPENING IN (HOTEL) REVENUE MANAGEMENT???



Revenue By Design



PREVIOUSLY IN REVENUE
MANAGEMENT



Then we were given some tools to play with



Revenue By Design



Work from home now a job option



Revenue By Design



And now there's a lot more on the table



How demand on revenue managers has turned on its head

A NEW TYPE OF CUSTOMER

Road Warriors?



Loyalty?



Workspace?



Workspace?



ARE WE ASKING TOO MUCH?



Revenue By Design

- Dynamic management of all channels and segments
- Agility, creativity and forward thinking
- Communication Skills
- Influencing Skills
- Digital Marketing Skills
- Accounting skills
- Team building and Leadership Skills
- Challenging sales and marketing decisions
- Leading discussions rather than following

The past 18 months



How do we get everyone on board
in revenue management with no
time left to do it?



What do revenue managers need from revenue management training ?

- Need commercial team members to have an understanding of the principles of revenue management
- Need content that is consistent, and updateable
- Want to delegate the training to other team members



CHALLENGES IN TRAINING

- For the revenue manager (independent hotel)
 - Training is often an afterthought,
 - Can be badly delivered – made up on the spot
 - Lacks relevance for other team members,
- For the rest of the commercial team
 - Expectations to participate in weekly revenue meetings,
 - Direct revenue strategies with the revenue manager and
 - meet budget targets



HR Directors

- Reliable onboarding
- Development path
- Certification/
Qualification
- Different languages

Revenue Directors

- Pre-written content but peer approved
- Reliable onboarding
- Specialist skills
- Mix and match (personal plus for the team)

Individuals

- Certification/
Qualification
- Learning pathway
- Help!
- Specialist skills
- Mix and match
- Part of a community



Revenue By Design

Revenue Academy

THE TRAINING SOLUTIONS

ONLINE AND BLENDED LEARNING



Revenue By Design

- A series of 14 modules, from absolute beginner to proficient revenue manager
- Options:
 - Self service content, with knowledge test and exams
 - Trainer led content to support consistent deliverability of content
 - Accredited trainer community
 - Mix and match course development through independent topics
 - Onboarding models using topics
 - Help! For when you just need a module to check your own knowledge – before a meeting or presentation
 - Certification – Level One and Level Two
 - Language Swap out

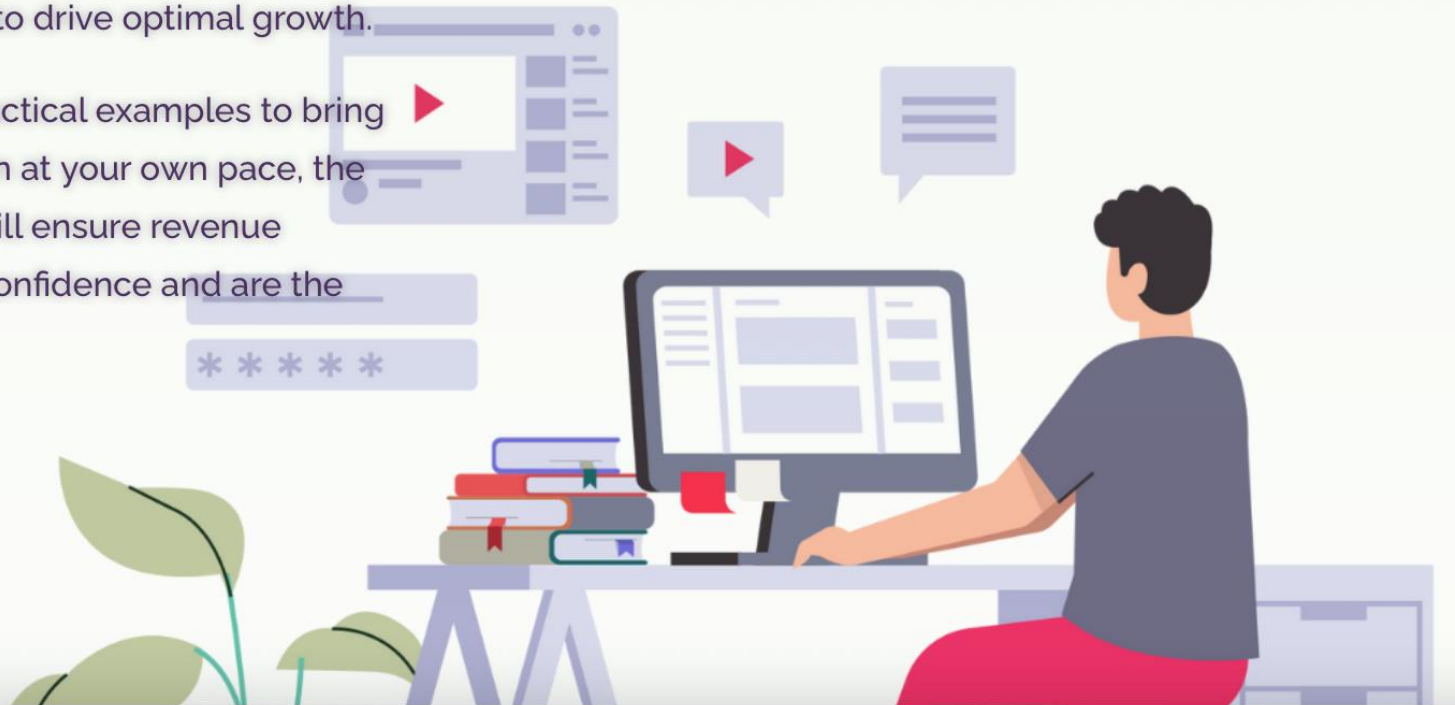
DEVELOPMENT OF SITE INTO RM RESOURCE

Transform your Revenue Knowledge today

Revenue Academy equips those looking to make a positive impact to profitability with the knowledge and techniques to drive optimal growth.

Instructor led modular courses combine with practical examples to bring theory to life. With modules designed to be taken at your own pace, the new level of insight and understanding gained will ensure revenue strategies and pricing decisions are made with confidence and are the best for your business.

[Browse our courses](#)





Level 1

Module 1 History, Definition and How it works

Module 2 The Operational Toolkit and Revenue Cycle

Module 3 Market Segmentation

Module 4 Business Metrics

Module 5 Market Metrics

Module 6 How to Define a Competitor Set

Module 7 Monitoring a Revenue Strategy



Level 2

Module 8 From Strategy to Operational

Module 9 Cost in Pricing

Module 10 The foundations and economics of revenue optimisation

Module 11 Dynamic Pricing and capacity Management

Module 12 Strategic and Psychological Pricing

Module 13 Forecasting

Module 14 Distribution and Digital Marketing

Specific course such as F&B, M&E and Asset Management to be converted as required

CERTIFICATION



Revenue By Design

- Two sets of exams, each of 70 questions
- Self service
- No need to take the content, just enter the exam



“

<https://elearning.revenueacademy.co.uk/mod/hvp/view.php?id=457>

<https://elearning.revenueacademy.co.uk/mod/hvp/view.php?id=470>

”



Questions?

Ally Northfield



Revenue By Design

ally@revenuebydesign.co.uk

Join our facebook group

Revenue Professionals Connect

Or follow us on linkedin

www.revenueacademy.co.uk

www.revenuebydesign.co.uk