



# Revenue Puzzle

Commerical Consultant within Hospitality industry  
"Let us solve the puzzle with you"

The outsourced solution for Commercial Hospitality Success



# Why Revenue Puzzle?

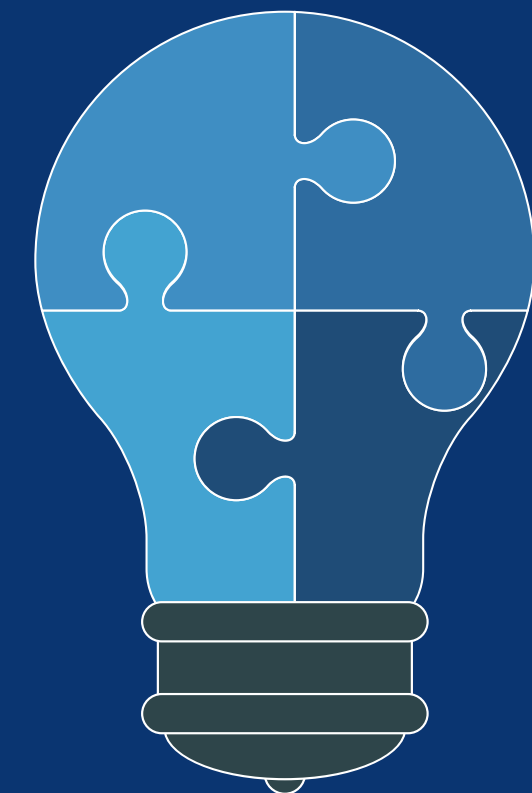
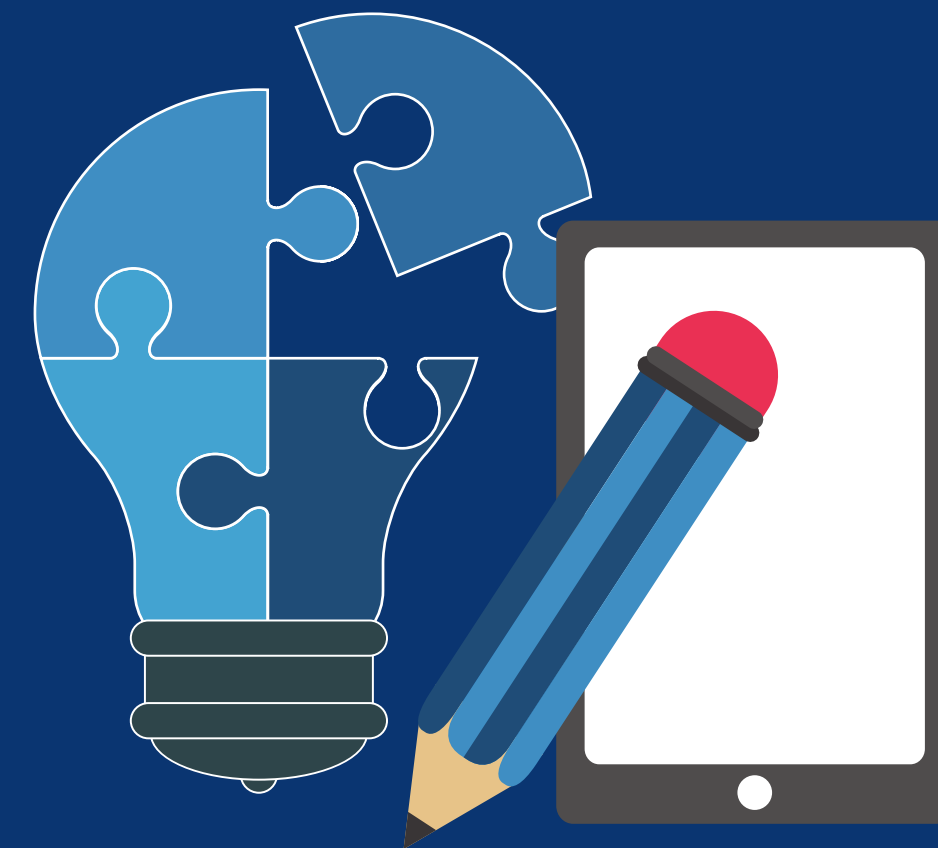
- We are experts in all things related to Revenue, sales, budgeting, P&L and digital transformation.
- We have the knowledge and experience of a revenue expert for a small proportion of full employment.
- Short/ medium/ long term agile back up to the most important element of operating a hotel (Revenue Management)
- We have an awareness of new revenue management techniques and IT systems in a fast moving industry.
- We offer the flexibility of support tailored to your needs
- We work as an extension to your team and with your team
- We love hospitality



**We help hotels to achieve their commercial  
and revenue management strategies**

**"WE PUT THE PIECES TOGETHER  
TO REACH THE GOAL"**

**"selling the right experience  
to the right customer  
at the right time  
for the right value  
using the right distribution  
with the right messaging"**



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“

*"Do what you  
do best,  
outsource the  
rest."*

*~ Peter Drucker*

”



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# About Us!

Sandra is a versatile, result driven professional with 26 years of hospitality, leadership and commercial experience. She gained global experience throughout various countries, chain, group and independent hotels.

Sandra has developed exceptional relationships with clients, peers, owners and senior leadership to provide sustainable business solutions. She also has extensive experience in managing as well as working alongside smaller and larger teams. Sandra has a track record of developing her team and hotel operational teams into the Revenue Management and Commercial way of thinking.

Sandra's love with hospitality started as a childhood dream. She then studied all areas of the hotel through a hands-on operational approach before specialising in Front office and reservations. As the Revenue Management discipline was born within the hospitality industry she fell in love with that part of the business and since has developed, grown and adapted revenue, strategic and commercial thinking into various styles of hotels.

Sandra knows the details of the operational side of revenue up to the strategic execution. She is able to see the 360 approach throughout the hotel and their teams.

## Key areas of expertise

- Commercial and Business Analysis
- Training and Mentoring of more Junior teams
- Implementation of procedures, processes and systems
- Analytical Thinking
- Excellent project management, time management and organisational skills
- Bi-Lingual (English and German)



# *Our offerings and services*

post COVID-19 change strategy

Flexible day to day or weekly revenue management

Systems - any type that can help generate revenue

Revenue Management Training



Interim Revenue Management

SWOT/ comp set analysis and action plan

Project Management

Distribution evaluation & assistance

Full Revenue Management Audit



## ***Post COVID-19 change strategy***

- We can assist with your recovery planning and strategy.
- We can examine your forward booking trends, comp set movements and customer behaviour changes to advise a revised strategic plan
- We assist in setting up revised tracking segments
- We can review your current distribution set up and ensure it suits the new customer journey expectations



## ***Flexible day to day or weekly revenue management***

- We can connect and touch base daily or weekly for a few hours to ensure all is set up to maximise incoming revenues.
- We can ensure that pricing & connectivity are correct and active, recommend strategies, analyse the upcoming trend and connect with providers about any changes or promotions on their end.
- We will be your revenue management eyes & ears for your hotel.
- We can set up daily/ weekly/ monthly pace & pick up reporting as well as monthly revenue packs





## *Interim Revenue Management support*

- We can cover anything from Holidays coming up, maternity cover or just laying the foundations
- You may require interim management to bridge a gap during a recruitment phase - whatever support you require; we can tailor-make our service offering to suit you



## *SWOT/ comp set analysis and action plan*

- would you like to ensure that you are still a key player in the most appropriate competitor set? We provide an audit and recommendations to ensure you are competing and measuring yourself to the real competition.

## *Distribution evaluation and assistance*

- connectivity is crucial but with tons of extranets and selling sources it can be a jungle. We can help to ensure that you are appearing where you want to and that it is effective and revenue-generating for you





## ***Systems – any type that can help generate revenue***

- we have knowledge in two of the main PMS' had have partners in others and know how they should look to work in your favour. Let us do a detailed audit to ensure all is optimised.
- are you thinking of changing your booking engine, CRM systems, GDS provider, PMS etc and need a planning or execution hand? We have done several systems



## ***Full Revenue Management Audit***

- this involves a thorough assessment of your current revenue management practices, processes & systems. There will be an impartial and in-depth report with a detailed review of the performance of your property within its marketplace, with recommendations to leverage all revenue and profit opportunities.
- Included in the full Audit will be an analysis of the following areas:

- Evaluation of the overall revenue strategy
- Market share performance
- Competitor analysis
- Price positioning and structure
- Business mix management
- Channel analysis and optimisation
- Distribution strategy and assessment of the hotel's website performance
- In house procedures, policies and forecasting methodologies
- Technology
- Revenue team dynamics and on property sales approach



# ***Project Management***

- you have a task needing done but no staff? We can organise and project management based on your requirements



## ***Revenue Management & other Training***

Upskill the team – Have you got a star in your team with a passion for revenue management but not the complete knowledge yet? We are completely flexible in what we do and can tailor make any aspects of our revenue management services to suit your needs, which means that you benefit from our cost effective approach to hotel revenue management.

Front Desk Training – With years under our belt in the Front office we know that a shortfall in day to day processes or lack of knowledge in key areas of a hotel can lead to revenue losses and missed opportunities. We can inspire your team and bring the passion out to ensure all revenue-generating opportunities. We can train a team or a 1-1 basis. We also can create or review SOP's to ensure the roadmap to success is there.

Reservations Training – We also have years of experience there. We understand the teams can be busy and quickly revenue opportunities can be lost but we know how to capture them. We know reservations is the first touchpoint of a future guest and should showcase excellence.

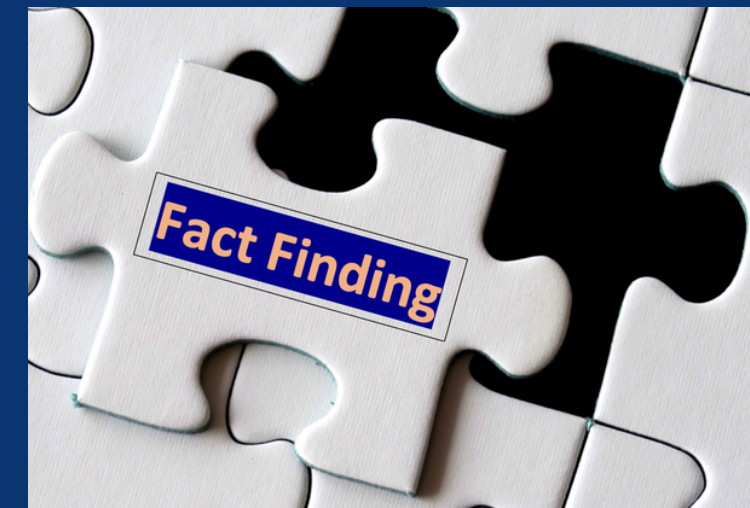




# So whats next?



**Book your free and no  
obligation fact finding call  
now.**





# Contact us



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