

## An Introduction to RO2Win

### What is RO2Win?

A multimedia online course that engages participants with the essential concepts of Revenue Optimization and demonstrates how everyone in a hotel contributes to profitability.

### Who should take the course?

Anyone interested in the business of hospitality who wants to understand the growing sophistication of managing revenue. This includes everyone on the hotel national or on-property staff, students, and business people who want to learn more about hotel profitability.

### What will I learn?

Successful participants will learn how to communicate with their revenue manager, general manager and other hotel associates and executives about the hotel, its guest target market, and how decisions made at every level can impact profits.

RO2Win shows how revenue can be optimized across rooms, food & beverage and ancillary services. Those who complete the course will know how to make better daily decisions that impact revenue.

### What is the course like?

RO2Win uses real people, video, animations, readings, graphics, activities and quizzes to introduce information and processes, demonstrate concepts, and check for understanding.

The program is completely self-paced and can be done in 15-minute sessions. It will take between 9 and 12 hours to complete all of the components, depending on your current level of knowledge. There is a one-year time limit.

Those who successfully complete the course quizzes, exam and required activity receive a *Certificate of Completion* from HSMIA & FIU.

### As the owner of a hotel, “What’s in it for me?”

RO2Win shows everyone on your team how to optimize every opportunity to increase your hotel’s profitability.

### As the director of talent development, “What’s in it for me?”

RO2Win can help you develop your revenue management pipeline, inexpensively introducing high-performing individuals or managers-in-training to the fundamentals of revenue optimization in a self-paced, inexpensive program that can be used before, during or after other development programs.

### As a hotel sales & marketing professional, “What’s in it for me?”

RO2Win can help anyone in sales & marketing obtain a better understanding of the fundamentals of revenue management. This should positively impact communication and day to day meeting outcomes between sales, marketing and revenue management. This better understanding of department roles should lead to growth in your total hotel revenue or make your team a model of real teamwork in action with everyone rowing in the same direction.

### As a front desk agent, “What’s in it for me?”

From strategies for upselling to suggestions on how to increase total guest spend, you’ll be more productive. Even better, you’ll understand what your revenue manager does, what’s important to them, and the tools they use to help keep your hotel profitable.

### Why is the program called *RO2Win*?

Because, like rowing teams demonstrate, revenue optimization takes teamwork. Everyone has to be pulling at the same time and in the same direction. RO2Win talks to the need for everyone to understand the business of hospitality.