

ABOUT US

Many operators feel overwhelmed trying to grow the profit margins for their business.

ARMA provides step by step training on the foundations of revenue management, so you can move forward confidently with the right support.

This program is industry recognised as the level 1 certification in revenue management, up-skilling operators globally.

We are proud to partner with STAAH & support the education needs of their customers.

ARMA owns the accredited short course in revenue management



STAAH ACADEMY

**"RM IS A
WAY OF
LIFE"**

powered by ARMA

UNIT 1 - CALCULATIONS & FOUNDATIONS - FREE UNIT

UNIT 2 - MEASURES & MAXIMISATION

UNIT 3 - STRUCTURE & SALES



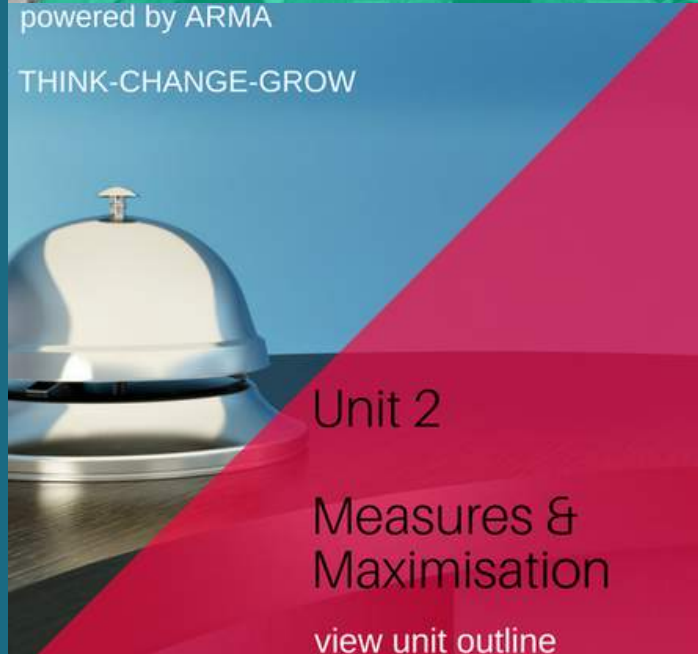
FREE COURSE

Unit 1

Calculations

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THINK-CHANGE-GROW



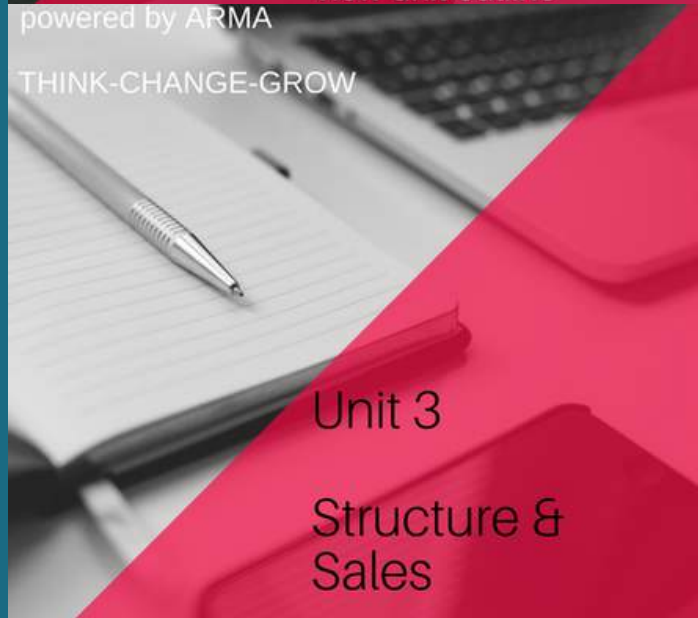
Unit 2

Measures &
Maximisation

[view unit outline](#)

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Unit 3

Structure &
Sales

LEARNING OUTCOMES

1. Calculations & Foundations

Understand Revenue Management as a business strategy

- Discuss measurement tools and market segmentation
- Learn about balance between average rate and occupancy
- Learn important calculations used daily
- How did revenue management evolve as a business discipline

2. Measures & Maximisation

Learn the tipping point between occupancy and average rate

- Understand the costs associated with selling a room
- Learn the concept of balance
- Discuss the value of ProPAR (profit per available room)
- Learn business placement strategies
- Review a checklist to consider when establishing price points
- Discuss what is stealing money from your business daily
- Learn the importance of up-selling and its impact on profits

UNIT 4 - MANUAL REVENUE MANAGEMENT CONTROL

UNIT 5 - YIELDMAX SIMULATION

UNIT 6 - GROUP BUSINESS & REVENUE MANAGEMENT

Unit 4

Manual RM
Control

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Unit 5

YieldMAX
Simulation Game

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Unit 6

Group business
& RM

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LEARNING OUTCOMES

3. Structure & Sales

Learn the impact your internal rate structure has on profit optimisation

- Understand the "traditional" focus to manage rates
- Learn the importance to sell by rate value and not rate type
- Understand the "bucket system" method of managing rates
- Learn revenue maximisation strategies
- Learn the concept of dynamic pricing & the value to your business
- What is stealing money from your business daily
- Inventory restrictions - the what, when and why

4. Manual RM Control

What is an automated and non-automated approach?

- Learn about the importance of human intervention
- Understand the fundamentals of manual revenue management control
- Learn how to integrate a manual approach in the workplace
- Discuss how to communicate strategies to owners and management

5. YieldMAX Simulation

UNIT 7- CRITICAL THINKING SKILLS FOR REVENUE MANAGERS

COMPLETION



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Unit 7

Critical Thinking Skills for RM

[view unit outline](#)

THINK
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GROW

PURCHASE NOW

LEARNING OUTCOMES

6. Groups Business & RM

Understand how internal Revenue Strategy teams work together

- Understand the importance of forecasting
- Learn the importance of considering total revenue management
- Learn the importance of group ceilings and how effective they can be

7. Critical Thinking Skills for Revenue Managers

In this course, you'll learn -

1. What critical thinking is all about,
2. What characteristics a critical thinker has, and what skills you may want to work on.

Then, you'll work your way through a seven-step critical thinking model. Supporting skills, such as asking good questions, applying common sense, and thinking creatively, are also covered.

