

## WHY CERTIFICATION?

Newmarket International has created the Certified Delphi Sales Professional (CDSP) course to provide an industry-standard metric for gauging the proficiency of Delphi users. Earning the title of CDSP will provide participants with a distinct advantage in the hospitality profession. Members of the CDSP community will be recognized by industry peers and employers as the most capable individuals in their field, and will have access to members-only resources and benefits.

## COURSE OVERVIEW

As a CDSP you will understand how to leverage the latest cutting-edge tools in Delphi to jump ahead of the competition. Delphi is your most valuable sales tool, and you will know how to take advantage of the right features. The first part of the course takes the concepts of "Sales 101" and demonstrates the most effective way to complete the associated tasks in Delphi. The day is rounded out with more advanced tips and tricks, addressing the most common scenarios faced by the Hospitality Sales Manager working in today's market.

Session Titles and Descriptions:

<b>Optimum Selling Skills</b>	Learn how to quickly and effectively handle inquiries, process bookings, and send the highest quality responses to your clients.
<b>Step into Revenue Management</b>	Understanding the basic concepts of Revenue Management takes you from a rookie to a pro in the sales game. When you consistently fill your property with the right business at the right time, you secure your place as the MVP of the sales team.
<b>Effective Prospecting</b>	When the pipeline is slim, it's time to hit the streets, but you should have a plan in place before you go. You'll learn how to find the information on the internet and in your Delphi database that will lead you to the appropriate clients with the most potential for your market.
<b>Working on the Road</b>	Make sure you have access to the information and tools you need when you're out on calls or at a tradeshow. Learn the easiest way to keep track of the details and get them back in Delphi when you get home.
<b>Finding your Numbers</b>	Are you going to make your bonus this quarter or do you need to push through a few more contracts? There are super quick and easy ways to keep track of that in Delphi so you avoid any surprises when the month end numbers are published.
<b>Certified Delphi Sales Professional Exam</b>	The student will access the exam online at their convenience following the course. One exam attempt is included in the price of the instructor-led-training program. Certification will be granted with a passing score of 80% or higher. If additional exam attempts are necessary, they will be purchased online for \$150 each.

## RETURN ON INVESTMENT

Sales Skills:

In today's competitive market, your sales team has no time to waste when responding to leads and prospecting for new business. The skills taught in the CDSP course are targeted to optimize the efficiency of performing these core tasks as quickly as possible while maintaining the quality of the information in Delphi.

Immediately following the course, attendees will have the skills to reduce the time spent on daily tasks in Delphi by a minimum of 5 minutes per day. If you have 5 daily Delphi users in your office, you are gaining 108 hours (more than 2 weeks) of selling time over the course of a year.



Delphi Database Quality:

How much scrubbing do you have to do when you create a mailing list for a marketing campaign? How difficult is it for Sales Managers to find quality prospecting information in Delphi? Having properly trained staff mindfully working with these goals in perspective will make these essential tasks easier, leading to more sales.

100% of attendees agreed that they learned information they can immediately use in their job and would recommend this course to others.

## CDSP MEMBERS-ONLY BENEFITS

Individuals who pass the exam and earn the title of CDSP receive the following benefits:

- ❑ Members-only online community where you can exchange best practices with peers and receive advice from your instructor, including a blog with the latest updates and tips for hospitality sales professionals.
- ❑ Your name will be included in an online registered database for employer verification and bragging rights.
- ❑ You will have access to a VIP event at the annual Newmarket Users Conference.
- ❑ Special discounts are offered throughout the year on various Newmarket products, training courses, and events.

Contact your Newmarket sales representative or visit our website to see the latest training locations, dates, and to register:  
<http://www.newmarketinc.com/regionalcertification.aspx>