



# TACTICAL EDUCATION Program

Designed to be a hands-on, tactical course that walks participants through what to do, and when and how to do it, with an actionable deliverable that will ensure they are covering all of the day-to-day functions. Would be ideal for PMs that want to handle day-to-day rev-ops internally but want to invest in permanent RM leadership or outsource to experts for strategy.

## Tactical, Daily Rev-Ops

### AREAS OF FOCUS

- What to do, when, which levers to flip, and how
- Foundations of Revenue Management (main functions and components, general theory)
- How to Read/Use/Interpret Reporting (KeyData, Pricing Software, PMS)
- How to Leverage your Pricing Software Functionality
- Understanding what Levers are Available, and When & How to use them
- Tips and Tricks for Organization and Documentation
- Considerations for Triaging Revenue Problems

### PRIMARY DELIVERABLE

- Customized Plan for Annual, Quarterly, Monthly, Weekly, and Daily workflows

# TACTICAL EDUCATION Program

## Considerations

- 1:1 Guidance and Coaching
- Individualized to individual PM needs
- When fully executed, knowledge gained from the program could replace the need for RMaaS (if desired) and/or could help build out a full, in-house revenue team
- Program limited to tactical focus; daily yield tactics are only one facet of revenue management
- Strategic investment (hiring or outsourcing experts) will still be necessary if comprehensive revenue management approach is desired
- Multiple payment options are available
- Post-program support is charged separately (albeit at a reduced hourly rate)



# STRATEGIC EDUCATION Program

This comprehensive program is designed to provide the greatest long-term value. PMs looking to infuse data-driven, holistic revenue principles into the company from the strategic all the way down to the tactical, this program incorporates a bottom-line mindset into company-wide strategy.

## Big Picture Revenue

### AREAS OF FOCUS

- All the Tactical Education Program Components
- Advanced Reporting Strategies and Metrics and how to apply/implement (joining data sets, data visualization, colinearity for clustering, indexing, etc.)
- Recognizing indicators to help manage the nuance
- How to Forecast and then **communicate** the results
- Effective Owner Communication
- How to plan for scaling Revenue Management
- Building Revenue Management Teams
- Interdepartmental Collaboration
- Applying Data Insights to all areas of the Business

### PRIMARY DELIVERABLES

- Customized Plan for Annual, Quarterly, Monthly, Weekly, and Daily workflows
- Customized Dashboards if needed (with option to build to client specs for additional fee)
- Documentation of Objectives, Resources, and Learning Outcomes for future reference



# STRATEGIC EDUCATION Program

## Considerations

- 1:1 Guidance and Coaching
- Fully-customized tactical and strategic plans for individual PM and long-term goals
- When tactical component is fully executed, knowledge gained could replace the need for RMaaS (if desired) and/or could help build out a full, in-house revenue team
- Includes fully-customized strategic plan incorporating scaling considerations, revenue leadership, team structure, and tactical plans based on overall strategic goals of the company
- Multiple payment options are available
- All content and curriculum included for future reference
- Support included for a full year; opportunity to retain REVZEN for ongoing support at a discounted rate after the first full year

