



## Preferred Hotel Group Introduces Revenue Account Manager Certification Program

**More tools and knowledge will improve analysis and ultimately increase revenue to member hotels.**

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Preferred Hotel Group, a provider of sales, marketing and distribution services to independent hotels and resorts around the world, today announced that all of its Revenue Account Managers (RAM) have successfully completed the company's new RAM Certification program. The RAM Certification program is aimed at delivering to its member hotels a more enhanced strategic and consultative approach to revenue account management services.



**Preferred Hotel Group**  
*Leader in independent hotel branding*

Now, Preferred Hotel Group's global RAMs will offer more sophisticated assistance and a higher level of analysis to member hotels regarding rate strategies and channel management using the most advanced tools and an enhanced knowledge base.

The only organization supporting independent hotels to feature this type of certification for RAMs, Preferred Hotel Group launched the new program to provide a stronger set of benchmark services and to achieve greater revenue results for its members.

"Today's changing world of hospitality revenue requires a 'total revenue management' perspective," said Michelle Woodley, Preferred Hotel Group Senior Vice President – Distribution & Revenue Management. "When working with our members we must consider a hotel's entire revenue mix. Not just rooms, but also groups, Food & Beverage, and other revenue sources.

"Preferred's RAM Certification program reinforces our commitment to 'total revenue management.' Requiring continuing education and training to our team allows them to stay ahead of the curve, while setting the highest standards in the industry. We are proud of the hard work of our RAMs over the last several months to successfully complete the certification program" Woodley said.

Developed exclusively by and for Preferred Hotel Group, the certification process involves more than 80 hours of intensive self-study, including completing case studies, passing online and oral

exams, and creating best practice hotels. Certified RAMs have been fully trained in Preferred products and services, revenue management theories and techniques, and the software to carry out those techniques. RAMs will also be required to maintain their certification through ongoing education.

Preferred Hotel Group's RAM Certification program also includes fulfillment of the Hospitality Sales & Marketing Association International's (HSMAI) Certified Revenue Management Executive (CRME) certification, which is globally recognized across the industry.

**About Preferred Hotel Group™**

With a global reach extending into more than 85 countries, Preferred Hotel Group represents more than 650 of the finest hotels, resorts, and serviced residences in the world. Preferred Hotel Group's brands include Preferred Hotels® & Resorts, Preferred Boutique™, Summit Hotels & Resorts™, Sterling Hotels™, Sterling Design, and Summit Serviced Residences™. Travelers gain valuable benefits through branded programs that include Preferred Residences™, Preferred Golf™, *I Prefer*™ Guest Benefit Program, and Preferred Family, a collection of hotels and resorts certified to provide a rich experience for travelers of all ages. For more information, visit us on the web at [www.PreferredHotelGroup.com](http://www.PreferredHotelGroup.com) and follow us on [Facebook](#) and [Twitter](#).