DeANTS

Your Outsourced Commercial Department

Revenue, Sales, Distribution & Commercial Solutions

Position Smarter. Price Better. Grow Stronger.

Growth is the only sign of life

Training & Advisory Services



Volume 1: 2026

www.deants.org



Catalogue

Index

01 Strategy & Positioning

02 Distribution - Channels & Connectivity

03 Commercial Tech - Systems & AI

04 Commercial Strategy, Audit & Governance

Section 1
Strategy & Positioning

Sharper Positioning
Define market reality, customer segments, and value proposition

Smarter Market Entry
Build pre-opening commercial readiness across rates, channels, systems, and governance

Stronger Sales Capability
Equip teams to sell with greater confidence, commercial logic, and value focus





Advisory Service

Hotel Commercial Positioning Blueprint

COMMERCIAL POSITIONING & MARKET READINESS

Length - 2 days to 1 Week

Audience: Commercial Team + HODs

DeANTS
"Your Outsourced Learning and Development Department"

Overview

A practical programme that helps hotels define a clear commercial position by understanding market demand, customer segments, competitive dynamics, and value proposition.

It connects positioning with pricing, channel strategy, and commercial guardrails to create a focused and actionable market playbook.

Ideal for : New Hotels, Repositioning for existing hotels

Outline

- Brand and product alignment
- Competitive Benchmark – Beyond STR (Perceptual vs Pricing comps)
- Customer Segmentation & Willingness-to-Pay
- Commercial Value Proposition (Rooms, MICE, F&B)
- Positioning → Pricing → Channel Logic
- Commercial Guardrails (what NOT to sell / discount)
- Actionable Positioning Playbook

Objectives

- Define a hotel's commercial positioning beyond brand standards
- Identify true demand drivers, price elasticity & whitespace
- Align Sales, RM, Marketing, Distribution & Operations around one commercial story
- Translate positioning into pricing, channel & sales focus
- Defining your sustainable competitive advantage



Training Programme

Solution Selling for Hospitality Teams

B2B / B2C SALES | SALES EXCELLENCE

Length - 2 days

Face to Face Session - Minimum of 6 to 25 attendees

DeANTS
"Your Outsourced Learning and Development Department"

Programme Overview

A practical programme that equips hospitality sales teams to move beyond room-night pitching and sell with commercial intent, understanding buyer psychology, diagnosing client needs, and mapping the right solution.

It builds the discipline to protect rate integrity, structure conversations with purpose, and close deals that serve both the client and the hotel's commercial goal

Audience: Sales Team + Commercial Leaders - Sales, Marketing, Revenue

Module Outline

- Using a Systems-Led approach in Selling
- Buyer Psychology in Corporate, Leisure & MICE
- Diagnosing Client Needs (Business, Not Room Nights)
- Solution Mapping (Rooms + Spaces + Experience)
- Handling Rate Pushback Without Discounting
- Account Strategy & Opportunity Planning
- Role Plays & Live Deal Clinics

Module Objectives

- Shift from product pitching to problem solving
- Sell value to corporates, MICE & partners
- Protect rate integrity while closing deals
- Structure sales conversations with intent

Engagement Tools

- Online games and Group activities
- Workbook
- Buyer persona mapping activity
- Corporate vs Leisure vs MICE case study
- Client need diagnosis exercise
- Objection handling drills
- Account strategy planning exercise
- Value-selling practice scenarios
- Solution selling conversation framework
- Buyer psychology cheat sheet
- Client needs diagnosis template
- Value-selling question bank
- Objection handling toolkit
- Rate pushback response guide
- CTR + Alt + Delete Action Plan sheet



EQ Based - Consultative Selling

Training Programme

EQ in consultative selling transforms sales into connections, guiding every interaction with empathy and insight.

CPD-attested programme with certification issued from London.

Length - 2 Days

Face to Face Session -
Minimum of 6 to 25 attendees

Programme Overview

Importance of EQ in the working world and Discover how to master Emotional Intelligence (EQ)

Recognise your highest/lowest EQ talents and how to incorporate your EQ talents in building your Sales Personality

Become an expert at perceiving emotions, understanding emotions, using emotions, managing emotions

Build awareness of human dynamics for effective selling.

Topics to be Discussed

- VUCA world and the skills required to survive and thrive
- Managing technology storm
- Selling potential roadblocks
- Qualities of an Ultra-High-Performance Sales Professional in today's world
- Build four levels of sales intelligence (IQ, AQ, TQ and EQ)
- Importance of Emotional Intelligence (EQ) in the workplace and the selling world
- EQ framework at work in three steps
- Four Pillars of Sales-Specific (EQ)
- Building self-awareness and recognize your own patterns of behaviour
- Approaching buyers the way they buy
- Asking powerful questions
- Know your customer's reactions (VAK)
- Know your customers buying personality types
- Effectively dealing with them
- Customer Generation Preferences
- Follow (PCRC) Model for Consultative Selling
- Prepare – Skills
- Connect - Selling Skills
- Recommend - Selling Skills
- Commit Selling Skills
- Objection handling Phase Selling Skills
- Role Plays

Engagement Tools

- Online games
- Group activities
- Videos
- Workbook
- Case Study
- Role Plays
- Pocket cards
- Back to work exercises
- CTR + Alt + Delete Action Plan sheet

EQ Profilers Optional

- Brain Talent Profiler (BTP) or
- Brain Discovery Profile (BDP) or
- SEI Leadership



Strengths in Sync: Mastering Communication and Collaboration

Training Programme

Empower your communication: Unleash your potential with Strengthscope, where clarity meets strength in every conversation.

Length - 2 Days

Face to Face Session -
Minimum of 6 to 25 attendees

Programme Overview

Designed for Commercial Leaders, this Strengthscope-based programme helps participants understand their communication strengths and development areas through a personalised profile.

It supports stronger influence, clearer stakeholder communication, and a focused plan to communicate with greater impact, confidence, and commercial intent.

Topics to be Discussed

- Benefits of Teams & Collaboration
- Building Trust
- Communication Fundamentals
- Importance of a positive narrative in communication
- What are strengths
- Your Strengthscope® profile
- Report overview
- Your Significant 7 strengths
- Optimise your strength
- Bubbling under strengths
- Energy drainers
- Identify your main performance risks
- What happens when that strength goes into OVERDRIVE
- What can you do to minimize the risk relating to ENERGY DRAINERS
- Take action on each other's strengths and ideas to reach a clear decision
- Celebrate the team's achievement
- Interpret the 360 Degree report
- Get clear view on your strengths and risk
- Develop your strength plan

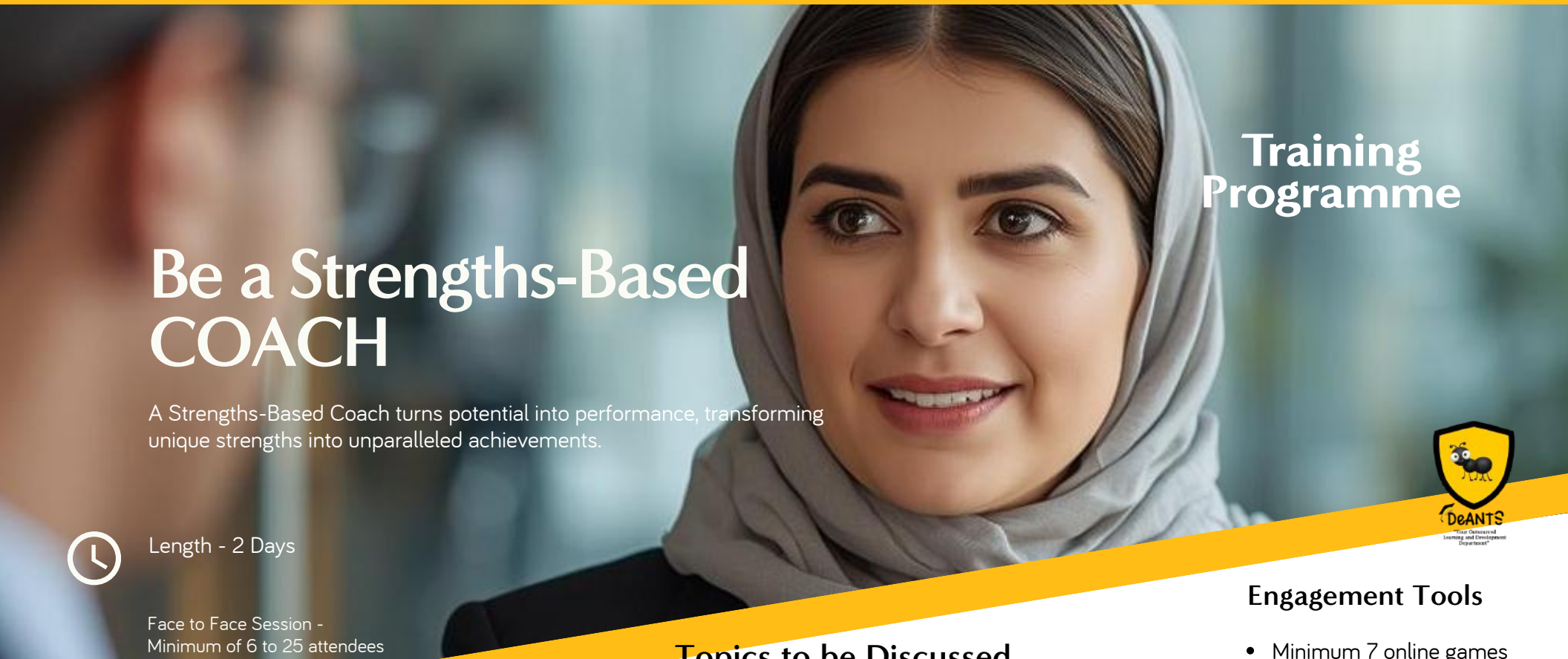
Engagement Tools

- Minimum 7 online games
- Group activities every 20 minutes
- Minimum 4 classroom games
- Case study
- Role Play
- Videos
- Workbook
- Back to work exercises
- CTR + Alt + Delete Action Plan sheet
- Action plan aligned with SkillsSoft portal

Strengths report Optional

- Get Strengths
- assessment reports and make them aware of their communication preferences (Additional $120 per person)

Strengthscope®



Training Programme

Be a Strengths-Based COACH

A Strengths-Based Coach turns potential into performance, transforming unique strengths into unparalleled achievements.

Length - 2 Days

Face to Face Session -
Minimum of 6 to 25 attendees

Programme Overview

This programme equips Commercial Leaders to use Strengthscope-based coaching techniques to lead sharper one-on-ones, unlock team strengths, and strengthen accountability.

By recognising readiness cues, addressing performance risks, and celebrating progress, leaders create a more focused, commercially aligned, and high-performing team culture.

Strengthscope®

Topics to be Discussed

- Icebreaker and programme Introduction
- Company's Performance Management Structure
- Importance of One-to-One Feedback
- Performance problem symptoms
- Differentiate between Coaching, Mentoring, Training and Feedback
- When to coach? When to Mentor? When to Train and When to give feedback
- Johari window
- Reality cycle
- Circle of control & influence
- Growth Vs. fixed mindset
- Praise Vs. Encouragement Vs. Development Feedback
- Listening/ Summary/ Paraphrasing
- Questioning techniques
- Follow coaching structure
- What are strengths
- Your Strengthscope® profile
- Report overview
- Your Significant 7 strengths
- Optimise your strength
- Bubbling under strengths
- Energy drainers
- Identify your main performance risks
- What happens when that strength goes into OVERDRIVE
- What can you do to minimize the risk relating to ENERGY DRAINERS
- Using Strengths reports in a coaching discussion
- Developing Strengths Plan

Engagement Tools

- Minimum 7 online games
- Group activities every 20 minutes
- Minimum 4 classroom games
- Case study
- Role Play
- Videos
- Workbook
- Back to work exercises
- CTR + Alt + Delete Action Plan sheet
- Action plan aligned with skills soft portal

Strengths report Optional

- Get Strengths
- assessment reports and make them aware of their communication preferences (Additional $140 per person)

Section 2

Revenue Management, Distribution - Channels & Connectivity

Pricing Foundations

Build the right pricing logic for both new and operating hotels by understanding demand, rate positioning, and price discovery.

Demand & Yield Strategy

Strengthen decisions around segment mix, channel yield, displacement, and profitability to optimise revenue opportunities.

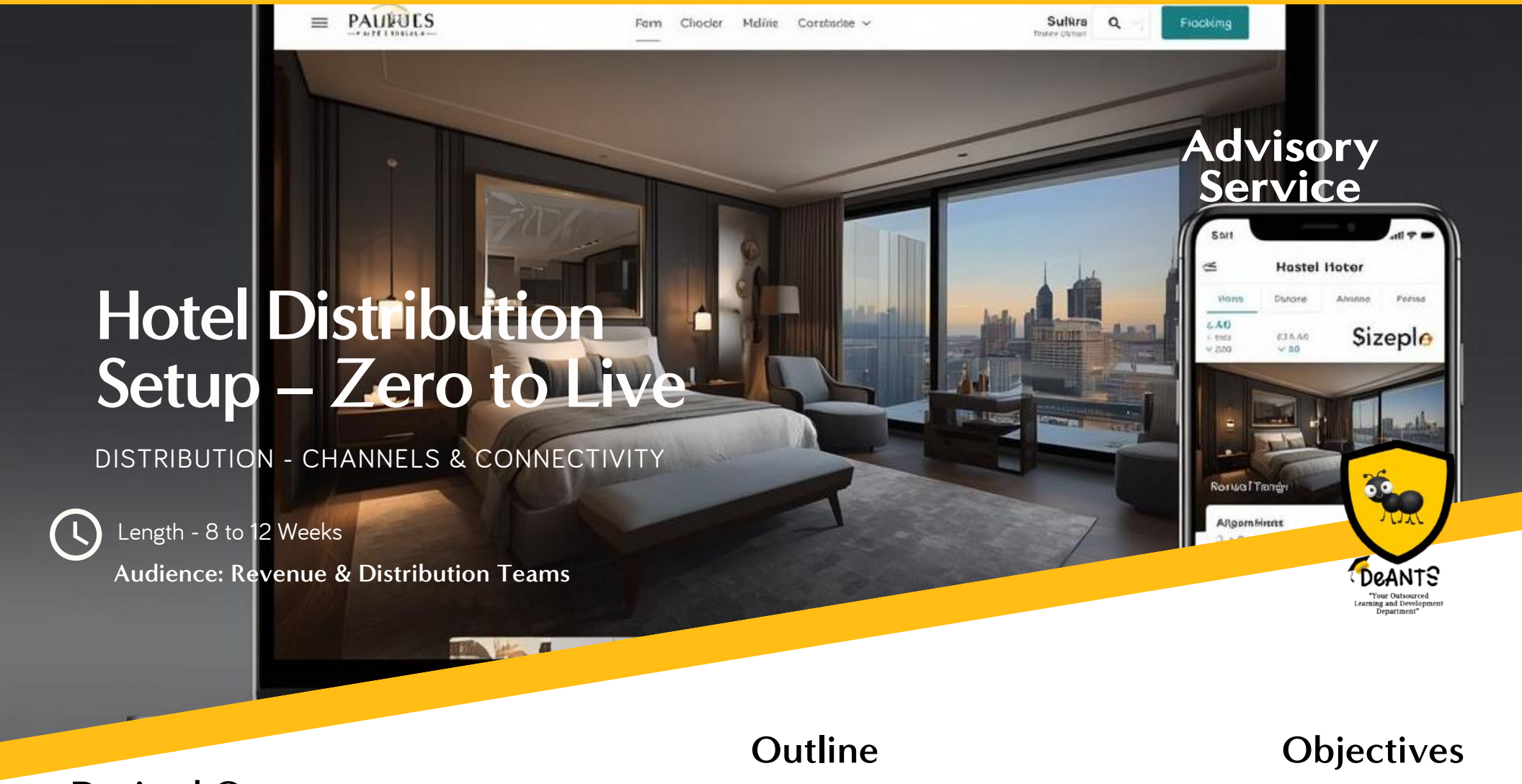
Forecasting & Revenue Discipline

Improve forecasting quality, reduce bias, and create a stronger revenue rhythm through the right KPIs, controls, and governance.

Revenue Performance Acceleration

Identify leakage, improve RGI, and turn revenue strategy into a practical action plan that supports stronger commercial results.





Hotel Distribution Setup – Zero to Live

DISTRIBUTION - CHANNELS & CONNECTIVITY

Length - 8 to 12 Weeks

Audience: Revenue & Distribution Teams

Desired Outcome

Builds a profitable distribution foundation by understanding channel mix, net ADR, parity, connectivity, and launch sequencing. From basic to full setup of Channel Manager, Booking Engine, PMS, OTAs, Rate Plans, Room Types & third-party platforms.

It supports cleaner go-live decisions, protects rate integrity, and avoids long-term dependency on costly channels.

Ideal for : New Hotels

Outline

- Distribution Landscape Explained (OTA, GDS, Brand.com, Wholesale, Bedbanks)
- Channel Economics & Net ADR Thinking
- Channel Sequencing for New Hotels
- Content, Parity & Rate Integrity
- Connectivity, Mapping & Testing
- Monitoring Pickup & Channel Health
- Distribution Playbook for First 12 Months

Objectives

- Design an optimal channel mix
- Avoid long-term dependency traps (OTAs, wholesalers)
- Understand distribution cost vs net value
- Launch distribution cleanly & profitably

Revenue Management for New Hotels

PRICING & YIELD REVENUE MANAGEMENT

Length - 3 Months



Advisory Service

DeANTS
"Your Outsourced Learning and Development Department"

Overview

A complete revenue management setup & activation for new hotels to help teams price confidently without historical data by focusing on demand, rate logic, and opening controls.

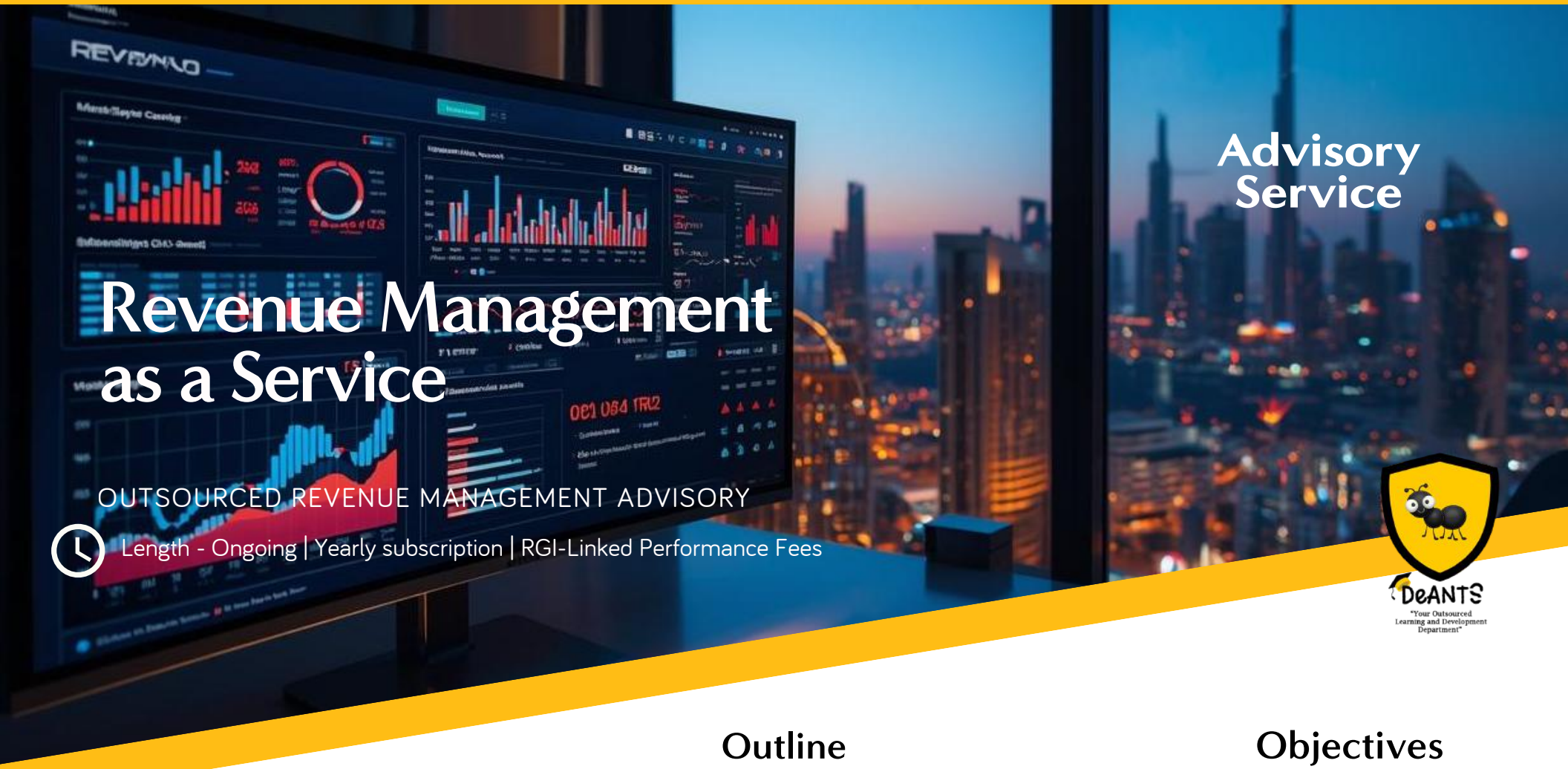
It builds an early revenue rhythm through smarter forecasting, segment yield decisions, and a first-year playbook for sustainable performance.

Outline

- RM Without History – What Actually Matters
- Demand Mapping & Price Discovery
- Opening Rate Curves & Controls
- Segment & Channel Yield Logic
- First Year Budget Planning
- KPIs That Matter in Year 1
- Competition Benchmarking
- Rate Shopping Tools
- Retail Pricing Framework
- Room Types Set-up

Objectives

- Price without historical data
- Build demand-led pricing logic
- Balance penetration vs profitability
- Create a sustainable RM rhythm early



Revenue Management as a Service

Advisory Service

OUTSOURCED REVENUE MANAGEMENT ADVISORY

Length - Ongoing | Yearly subscription | RGI-Linked Performance Fees

DeANTS
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Overview

This is DeANTS's flagship advisory service for operating hotels. A dedicated Revenue Management service embedded in your business on a yearly subscription. We manage your Revenue Management rhythm, sharpen your pricing decisions, and work alongside your team every week, with market-share growth built into the agreement.

Outline

- Monthly RM Maturity Benchmarking & Gap Review
- Weekly Demand, Pricing & Mix Decisions
- Displacement Analysis & Opportunity Cost Modelling
- BAR Management & Pickup Monitoring
- Forecast Accuracy Review & Bias Correction
- RM–Sales Governance Cadence & Commercial Alignment
- Quarterly RGI Performance Review & Strategy Reset

Objectives

- Grow RGI year-on-year through smarter daily revenue decisions
- Eliminate revenue leakage across pricing, mix, and channel
- Align Sales and RM around one commercial strategy
- Build internal capability so your team improves alongside the advisory
- Deliver a clear performance narrative to senior stakeholders every quarter

Section 3

Commercial Tech - Systems & AI

Commercial Tech Foundations

Build the right commercial technology ecosystem by aligning systems, architecture, integrations, and data flow with real business needs.

Data & Guest Activation

Turn guest data into a commercial asset by connecting CRM, martech, and guest journey touchpoints to drive personalisation and revenue.

AI, Automation & Commercial Performance

Use AI, automation, and smarter measurement to improve decision-making, increase efficiency, and link technology investment to revenue outcomes.





Advisory Service

Hotel/ Brand Commercial Tech Stack Design

COMMERCIAL TECH | SYSTEMS & AI

Length - 1 to 2 weeks

Onsite & Offsite Discovery & Recommendation work

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Overview

To help hospitality businesses evaluate the commercial tech landscape and identify which systems truly drive revenue, efficiency, and guest value.

It connects architecture, automation, and build-vs-buy decisions to a clear three-year commercial technology roadmap.

Outline

- Commercial Tech Landscape (PMS, CRS, RM, CRM, Martech)
- What Tech Actually Drives Revenue
- System Architecture & Data Flow
- Integration & Single Source of Truth
- AI & Automation Use Cases
- Build vs Buy Decisions
- 3-Year Commercial Tech Roadmap

Objectives

- Design a fit-for-purpose commercial tech ecosystem
- Avoid over-buying or under-utilisation
- Connect tech decisions to commercial outcomes
- Prepare for AI-driven guest journeys



CRM, Martech & Guest Data Activation From Booking to Belonging

Advisory Service

DATA-LED GUEST STRATEGY | COMMERCIAL TECH | SYSTEMS & AI

Length - 2 to 4 Weeks

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Overview

Designed for hotels and portfolios, this programme builds a practical CRM and guest data foundation that moves beyond marketing campaigns into revenue-generating action.

It helps teams activate data before, during, and after stay while measuring success through commercial outcomes, not vanity metrics.

Outline

- Guest Data Reality Check
- CRM & Martech Landscape for Hotels
- Designing the Guest Data Backbone
- Guest Journey Data Activation
- CRM Use Cases That Drive Revenue
- Martech + Revenue Management Alignment
- Measuring What Actually Matters
- Operating Model & Team Capability
- 12-Month Guest Data Activation Roadmap

Objectives

- Treat guest data as a revenue-driving asset
- Align CRM and martech to commercial goals
- Activate guest data across every touchpoint
- Grow revenue through smarter personalisation
- Break silos across key commercial functions
- Track impact through meaningful commercial KPIs

Section 4

Commercial Strategy, Audit & Governance

Audit & Diagnostic Review

Assess current commercial performance across sales, revenue management, marketing, distribution, PR, structure, and capability to identify strengths, gaps, and improvement priorities.

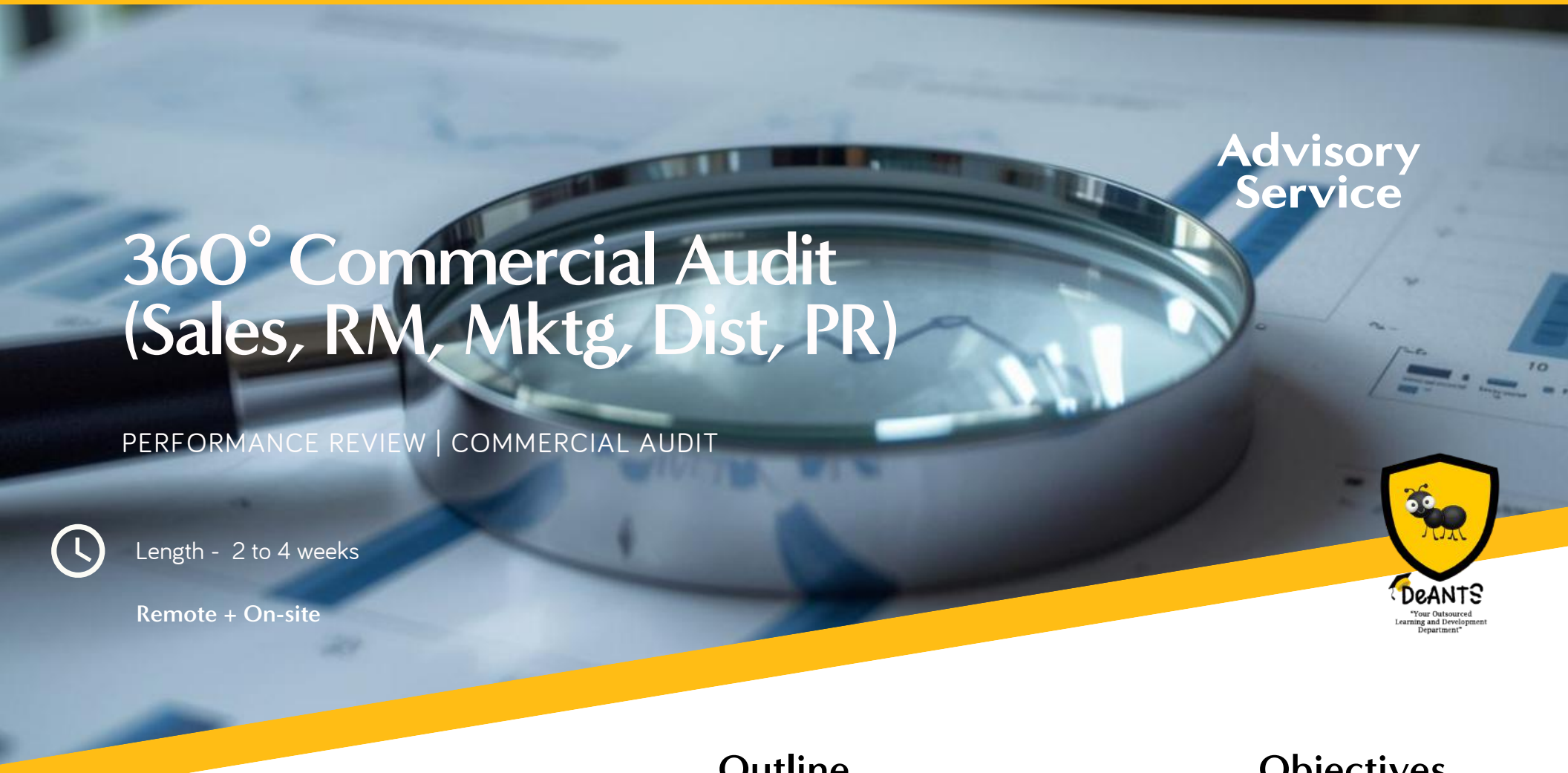
Strategy & Opening Readiness

Build a full commercial foundation for new hotel openings through market assessment, positioning, pricing, distribution, sales strategy, structure, and long-term commercial planning.

Governance & Performance Rhythm

Create stronger performance discipline through quarterly reviews, better KPIs, forward-looking narratives, accountability, and action-focused commercial governance.





Advisory Service

360° Commercial Audit (Sales, RM, Mktg, Dist, PR)

PERFORMANCE REVIEW | COMMERCIAL AUDIT

Length - 2 to 4 weeks

Remote + On-site

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Overview

A structured commercial audit that objectively reviews performance across sales, revenue management, marketing, distribution, PR, and organisational capability.

It helps identify the real gaps, prioritise high-impact fixes, and create a practical roadmap for stronger commercial performance.

Outline

- Audit Framework & Scoring Model
- Sales Effectiveness Review
- RM & Pricing Discipline Review
- Distribution & Cost of Sale Review
- Marketing & PR ROI Review
- Org Structure & Capability Review
- Executive Summary & Action Plan

Objectives

- Conduct an objective assessment of commercial performance
- Identify structural vs people vs strategy gaps
- Prioritise high-impact fixes
- Build a turnaround roadmap



Advisory Service

Full Commercial Strategy for New Hotel Opening

PRE-OPENING HOTEL COMMERCIAL STRATEGY

Length - 10 to 12 weeks

Remote + On-site

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Overview

A strategic programme that helps new hotels build an end-to-end commercial foundation across positioning, pricing, distribution, sales, structure, and governance.

It aligns ownership, brand, and operators to support a profitable launch and a scalable 24-month commercial roadmap.

Start: 18 - 12 Months before opening

Outline

- Planning - Pre-Opening Budgets
- Commercial Structure
- Market & Demand Assessment
- Commercial Positioning
- Pricing & RM Strategy
- Distribution & Channel Strategy
- Sales & Marketing Strategy
- Org Structure & Governance
- 24-Month Commercial Roadmap

Objectives

- Build an end-to-end commercial strategy
- Align ownership, brand & operators
- Launch profitably, not just quickly
- Scale sustainably
- Commercial Positioning execution roadmap for the teams



Quarterly Commercial Review (QCR) Framework

PERFORMANCE REVIEW | GOVERNANCE & REVIEWS

Advisory Service

Length - 4 to 6 Weeks

Remote + On-site

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Overview

A practical framework to help leadership teams run more meaningful Quarterly Commercial Reviews that focus on business decisions, not reporting overload.

It strengthens the use of the right KPIs, sharper performance narratives, market outlook discussions, and clearer identification of risks and opportunities.

The outcome is stronger accountability, better tracking against strategy, and clearer priorities for the next quarter.

Outline

- Purpose of QCRs
- Right KPIs vs Vanity Metrics
- Performance Narratives
- Market & Forward Outlook
- Risks & Opportunities Identification
- Decision Log & Accountability
- Next-Quarter Priorities

Objectives

- Run meaningful QCRs (not reporting marathons)
- Focus leadership on decisions, not data dumps
- Track progress vs strategy
- Create accountability across teams

Services provided to...



About us

WHO WE ARE

We are a boutique start-up operating from the UAE and India, supporting cost- and quality-conscious businesses as their outsourced Learning & Development department.

We work with first-time managers, commercial leaders, and corporate teams through tailor-made learning solutions.

Our interventions are designed around operational realities and individual development needs, with a strong focus on quality and interaction.

As a founding member of DeANTS, Tripat Mehrotra brings over 25 years of hospitality L&D experience.

His background includes leading hospitality brands such as Burj Al Arab, Wild Wadi, Rotana Hotels, Millennium Hotels, and Kerzner International, including Atlantis and One&Only Hotels.

Alongside Tripat, we also work with senior industry professionals who have served as leaders in Commercial Strategy and Heads of Sales for well-known hospitality brands.

DeANTS L.L.C. FZ is a registered company under Meydan Free Zone, UAE.

In India, we are registered as DEANTS L&D PARTNERS LLP with the Ministry of Corporate Affairs.

OUR JOURNEY

Founded on 20 July 2020, our business since has trained over 9,500 professionals across UAE, KSA, Oman, Qatar, Kuwait, Jordan, Maldives, Sri Lanka, and India. While hospitality is our core, we have delivered soft skills training in IT, healthcare, pharma, real estate, banking, energy, tourism boards, colleges, automobile, logistics, and government entities. To date, we have designed, developed, and delivered 150+ programmes. Our approach combines practical learning with lasting impact. Every programme is customised to industry and role. Our programmes are fun, interactive, and feature high-quality content designed to meet your business needs.

OUR VISION

To be your first choice outsourced Learning & Development department that provide you with the highest quality tailor-made solutions or support while being financially sustainable.

WHY CHOOSE US

We maintain the Learning & Development (L&D) Services of your property as your “own L&D department”. We provide high-quality L&D activities that are financially sustainable without burdening your payroll budgets.

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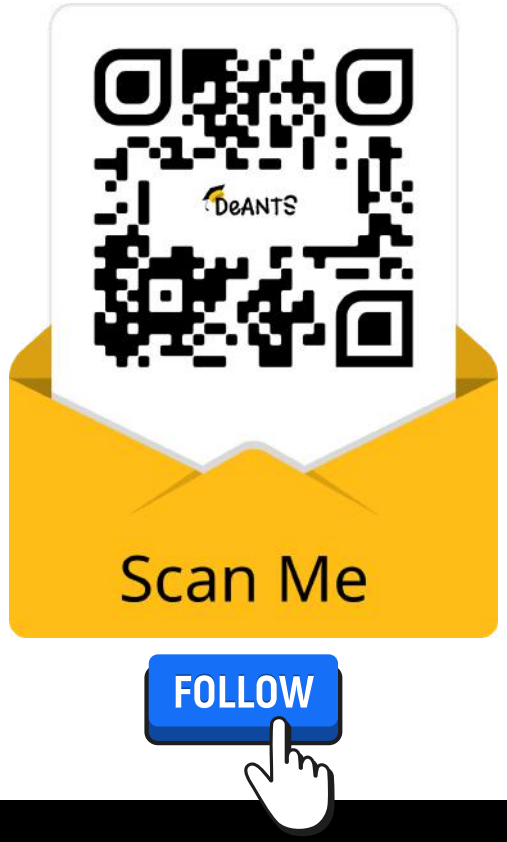

CORRESPONDING ADDRESS

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We are your outsourced
Learning & Development Department