



American Hospitality Academy

Retail Sales Training Plan

Trainee Name: _____

Internship Host Site: _____

	Date Of Completion
I. Objective of Training	
AHA Mission	_____
AHA Internship Creed	
II. AHA Orientation	_____
III. AHA Training Program	
A. Cultural Exchange	
Cultural Spotlight	_____
Service Learning/Cultural Project	_____
B. Education	
Seminar Pass/Fail	_____
C. Practical Training	
Property Competencies (Mid Term)	_____
Property Competencies (Final)	_____
IV. Supervision and Evaluation	_____
A. Mid-term & Final Performance Reviews	_____
B. Mid-term & Final Property Evaluations	_____

I acknowledge that I have received the AHA Training Plan for my field of study and understand that I am responsible for completing the training plan requirements.

Trainee's Signature

Date

I have successfully completed the necessary requirements of the Retail Sales Training Plan. I have enhanced my hospitality knowledge through the structured program of professional development, cultural awareness and practical training.

Trainee's Signature

Date

-THIS FORM MUST BE SUBMITTED FOR INTERNSHIP CERTIFICATE OF COMPLETION

Retail Sales Training Plan

I. Objective of AHA Retail Sales Training Program

AHA trainees will be exposed to operations within Retail Sales Department so that they can gain hospitality knowledge and skills through a structured training program.

This position offers trainees the opportunity to understand the procedures and daily operation of a retail outlet. During training, trainees will learn first hand the point of sales system, inventory control, display and marketing, retail trends, cost of sales and daily operations of a retail operation.

Mission Statement

Developing future hospitality leaders through cultural exchange, education and practical training while fostering international understanding, goodwill and friendships.

Cultural Ambassador Creed

- Cultural Ambassadors represent honor, dedication, distinction and the continued pursuit of international understanding, goodwill, peace and friendship.
- Cultural Ambassadors exudes pride, loyalty and knowledge of their country, its history and culture.
- Cultural Ambassadors reflect AHA's dedication to service, values, ethics, and integrity.
- Cultural Ambassadors are hospitality leaders of the Global Future.

II. Orientation

General Orientation

Objective: To be introduced to the AHA training program through a general orientation that includes important information such as program standards, education, practical training, and policies and procedures.

Specific Orientation (training position)

Objective: To understand the department information and position training responsibilities.

Local Area Orientation

Objective: To be more familiar and comfortable with the local area, housing, local transportation and community.

International Orientation

Objective: For international interns to be welcomed and informed on US laws, life and customs, documentation and federal regulations, available health care and insurance coverage and contact information.

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III. AHA Training Program

A. Cultural Exchange

Participating resorts, hotels, hospitality companies and community organizations contract AHA to design and implement cultural exchange program for their guests, employees, American public and AHA team members. AHA has developed a structured cultural exchange that is administered by the AHA and its trainees.

The AHA Cultural Exchange Program provides daily, weekly and monthly activities, festivals, spotlights, socials and special events. All activities and programs emphasize and encourage cross-cultural learning. As cultural representatives of your country, AHA Ambassadors have the prestigious role to share their customs, heritage, philosophy and traditions of their culture. This is accomplished through your practical training at your host property and your daily interaction with the American public, fellow trainees, and resort guests.

AHA Cultural Exchange Event Requirements:

Each trainee is required to participate and implement the following cultural exchange events:

Daily cultural exchange
Cultural Spotlight
Service Learning project or event

Daily Cultural Events

Cultural Ambassadors are dedicated and committed to imparting their culture, history and traditions daily through their work, training and community involvement.

Cultural Spotlight

Every month a different culture is spotlighted and celebrated through monthly socials. This event is dedicated to the sharing of the heritage of the students country through music, food, dress, dance and decoration.

Service Learning Events

AHA encourages all students to participate in community service activities. AHA promotes the importance of civic responsibility and the ideal of service in fostering international understanding and goodwill both in our country and around the world.

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B. Education

Cultural Awareness Training Seminars

AHA has the unique opportunity to promote peace and friendships through our Cultural classes and workshops. AHA's educational component has been designed to develop an awareness of the skills needed that will enhance our students leadership abilities while fostering international understanding, tolerance and life long friendships. AHA provides cultural awareness classes utilizing content from Department of State's "*Peace Education*" electronic journal and the Peace Corp's Cross Cultural Workbook, "*Culture Matters*."

AHA builds cultural bridges through its trainees. Individuals are selected based on their dedication to share culture, history, traditions and willingness to learn and develop within the hospitality industry. We are committed to educating this new force of students who will become AHA "*cultural ambassadors*" for both their country and the United States upon their return home.

Cultural Awareness Seminar Topics:

Understanding Culture	Celebrating Diversity in the Workplace
Cultural Differences in the Workplace	Breaking Down Stereotypes
American Culture	Global Cultural Traits: Student Perspectives

Professional Development Training Seminars

Like all industry's, the proper attitude is vital to a trainee's professional and personal development. AHA has utilized content from today's popular management books to enhance trainees professional skills in attitude, leadership, motivation, teamwork, improving employee performance and handling problems in the workplace.

Professional Development Seminar Topics:

Choose Your *Attitude*
Developing Personal Leadership
Teamwork Makes the Dreamwork
Embrace Change
Career Development

AHA Training Seminar Requirements

AHA seminars are one hour to two hours in length and are held at the AHA training center. Trainees must bring their training manual and a pen to class. AHA uniforms are required at all seminars (and this includes nametags).

The format for the weekly seminars are structured with agendas that include recognition through the AHA stars of service program, topic builders, the designated topic, role- plays, and will conclude with AHA news.

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You will be required to do outside reading and might be asked to bring or prepare topic enhancement tools to the various seminars (i.e.. resumes, flags, public speaking presentations, words of wisdom and more.)

Role plays are implemented with the training seminars so that they correlate with the weekly topic being taught. These role-plays help participants develop new skills in a safe environment. These hospitality supervisory/management scenarios bring “real world” exposure into the classes and allow trainees to practice theory and supervisory styles.

Training seminars are broken down into different training groups to allow for an appropriate instructor-student ratio. Participants have designated training groups and each individual is assigned a training group (color: red, white and blue) and this will determine what day and time they attend their weekly seminars. Training groups and specific day and times of the seminars are scheduled to meet operational demands of the trainee, the property and AHA Management in that area. Trainees are informed of which training group they are assigned at their AHA orientation as well as their AHA training seminar times.

Training Calendar

The training calendar outlines the time and days of the AHA training seminars and cultural events. This calendar consists of the academic year made up of 52 weeks with each month’s designated professional development seminar, cultural seminar and AHA cultural events. The trainee is to share this training calendar with their training property so training schedules can be made accordingly.

Attendance

Training seminars are mandatory. Trainees are required to coordinate their seminar class times with their training properties to make sure that they are able to attend class, and all other AHA cultural events.

In the event a trainee misses class, it is the trainee’s responsibility to notify the instructor as to why he/she was absent. The trainee will receive an AHA Absentee Warning Form for documentation purposes. Repeated absences will jeopardize completing the training program. AHA allows for an allotted amount of absences in the event of an emergency or illness.

1-4 Months= 1 absence

5-8 Months= 2 absence

9-12 Months= 4 absences

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C. Practical Training

The “hands-on” practical training at the property allows you to apply the knowledge from the classroom and vice versa. You will be given the responsibility to complete 6 property competencies for your discipline of training (five general competencies and one discipline specific competency.) These competencies are used as your rotation throughout your training and need to be completed and signed by your property supervisor in order to receive a certificate of completion from the American Hospitality Academy.

The following are the five required general competencies and their objectives:

Guest Service Skills

Objective: To understand the importance of guest service, how guest service is measured at the property and how employees learn and develop guest service skills.

Human Resources and Employee Training

Objective: To gain understanding of training methods used within the hospitality industry while being exposed to Human Resources Management.

Financial, Cash Handling and Point of Sale

Objective: To develop knowledge and familiarity of financial management, cash handling/point of sales operations within the department.

Safety and Loss Prevention Overview

Objective: To be exposed to the safety and loss prevention management procedures within the hospitality industry.

Hospitality Management and Operations Overview

Objective: To develop knowledge and familiarity of the hospitality organizational structure and key management roles.

The following is the list of the discipline specific competencies and their objectives. You are required to complete your discipline specific competency ONLY.

Front Office/Rooms Division Operations

Objective: To understand the procedures and daily operations within Rooms Division/Front Office Operations of a hospitality property.

Food and Beverage Service Operations

Objective: To learn all the service roles in the food and beverage service operations in order to fully understand the tasks, assignments and responsibilities of each position.

Resort Activities Operations

Objective: To understand the procedures and daily operational duties of an activities coordinator at a hospitality property.

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Hospitality Business and Finance Operations

Objective: To understand the procedures and daily operations within the Business and Finance Operations of a hospitality property.

Culinary Operations

Objective: To understand Culinary Operations within the various culinary outlets of a hospitality property.

Hospitality Retail Sales Operations

Objective: To understand retail sales operations within the various retail outlets of a hospitality property.

Housekeeping Supervisor/Inspector

Objective: To understand the procedures and daily operational duties of a housekeeping supervisor/inspector of a hospitality property

VI. Supervision and Evaluation

AHA has specific and standardized methods for performance reviews and monitoring the overall success of the training program. Each trainee's performance will be evaluated through a performance review and individual meetings with AHA Management and the host property. Trainees performance will be continually evaluated through daily observation and meetings with property supervisors. Individual meetings are an integral part of the trainees' training as it allows AHA to provide daily feedback.

Performance reviews are administered to evaluate the progress of the program and the trainee. AHA will evaluate the trainee's academic standing based on the following performance standards: attendance, cultural activities, competency assignments, property training performance, attitude and dedication. This review will be filed in the trainees' personnel history file to be used for future references.

A. Mid-term and Final Performance Reviews

B. Mid-term and Final Property Evaluations