

Welcome to InnPro

We've been offering training and consulting in revenue management, leadership, human resources sales skills and customer service for over a decade. We work with hotels, call centers, retirement homes and a variety of other service centers.

We help you to:

- generate more revenue
- eliminate barriers to profitability
- improve customer retention
- train team members to deliver desired results.

Our Services

We provide consulting, training, and mystery shopping to hotels, call centers, retirement homes, and numerous service and sales-centered organizations. Our focus is on genuine, observable change. Our goal is to have our contribution show up in improvements to your bottom line.

Training Only 30% of an InnPro training session is spent on instructor presentation -- 70% is used for hands-on application, drills, exercises, and feedback. Every training program we offer is customized.

Consulting We've performed hotel evaluations for Scotiabank, developed process and pricing models for Direct Energy, and offered strategic direction and project management to Marriott Hotels, to name but a few.

Mystery Shopping ...is a proven, highly effective means of improving the telephone skills of reservation and sales agents.



Owner / President

Wendy Burgess has worked at a senior level in virtually every aspect of hotel management, including



on-site as general manager and corporately in a range of executive roles. She has managed the start-up of a major Toronto hotel, executed guest recognition programs for Delta Hotels with success rates in the 99th percentile, and significantly improved room revenue and REVPAR for dozens of InnPro clients. Wendy speaks at conferences across the country on revenue management, sales and customer service, and teaches revenue management at a senior university level. She has built an infrastructure of facilitators, trainers, and consultants across North America.

What sets InnPro apart?

Real Change

Our focus is on observable results. We avoid complex theories and jargon. We offer skills and solutions that are practical, powerful, and immediately applicable.

Improvements in

- Revenue management
- Sales skills
- Customer Service
- Human Resource Programs
- Presentation Skills (on and off camera)

are attained only by real changes in daily behaviour. Our drills, exercises and hands-on activities have immediate effects on performance. We know how to make change happen.

Rigorous Preparation

We're quick on the uptake. We absorb large amounts of information – tangible and intangible – rapidly. Project participants often think the InnPro professional is a member of in-house staff.

Testimonials

Wendy Burgess and InnPro Solutions conducted a workshop for approximately 50 marketing managers working in retirement and long term care facilities across Ontario. Wendy did an excellent job facilitating the workshop and the evaluations were outstanding in all areas.

**Sandra J. Gormandy, Administrator
Diversicare Canada Management Services**

Without exception, all 12 of our locations in Atlantic Canada experienced growth, at an average rate of 8-12%.

**Kim Green, Vice-President, Sales and Marketing
Rodd Hotels and Resorts**

InnPro understands and delivers the revenue tools that employees at all levels need. InnPro workshops are well-prepared, and based upon substantial research and experience.

**Warren Markwart, V.P. Revenue Management
Fairmont Hotels and Resorts**

Wendy was able to quickly assimilate the key training needs through consultation, and then provide a training session that was relevant and valuable.

**Glen Cowan, Industry Marketer/Divisional Trainer
Unilever Foodsolutions**

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