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ASPIRE AWAKENS THE POTENTIAL OF BUSINESSES AND EMPLOYEES

PHOENIX -- Creating innovative training tools that help people think and learn differently and ultimately provide powerful results for businesses is the focus of Aspire, an international training and consulting company.

Founded in 1995 by chief inspiration officer and CEO Renie Cavallari, Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for maximizing market shares and revenues, re-energizing sales and improving employee performance.

Over the past 13 years, Aspire's revolutionary training programs have impacted more than 5,000 businesses in 11 countries, helping global brands achieve breakthrough results by utilizing time-tested sales, training, strategic marketing, team building and revenue optimization solutions.

"At Aspire, we collaborate with our clients to offer innovative training tools that help people think and learn differently," said Cavallari. "The result is increased employee engagement, improved performance and significant bottom-line results."

"Aspire's depth of experience in the hospitality industry allows us to apply a focus on people and customer experiences to help organizations in many industries achieve energized customer service and increased revenue," said Cavallari.

Aspire's award-winning training products, which may be customized for organizations in a variety of industries, include:

- more -

1ST ADD ASPIRE

Increasing Revenue Through Training

- Aspire's innovative **Customer Service and Customer ExperienceSM** training is a complete business solution that incorporates Aspire's ground-breaking tactics to expand exceptional customer service skills to create a lasting guest experience.
- **Customized Reservation Sales ConversionSM** will guide each participant through the Aspire-licensed reservation/telephone buying process and create customer-focused buying environments to create strong customer value and increase revenue.
- **Revenue SurgeSM** turbo charges group sales results.
- **Revenue Maximization/Yield** increases revenue per available room and market share for hospitality organizations. This program includes e-marketing solutions and support.
- **Sales and Marketing Coaching-Consulting** generates new solutions that will drive change and improve results.
- **On-Property Sales and Marketing Diagnostics and Recommendations for Revenue Growth** includes a comprehensive sales review and provides analysis and recommendations to establish a working sales and marketing plan.
- The Aspire **Beyond Revenue Boot CampSM** is a one-of-a-kind five-day boot camp that provides organizations with new approaches, resources and knowledge in driving revenues.
- The Aspire **Show me HowTM** product is custom built and includes everything from the fundamentals of revenue management to search engine optimization.
- **Web Site Audits** will show you how to turn your visitors into customers.

2ND ADD ASPIRE

- **Global Distribution System Audits** provide detailed recommendations for hospitality organizations on how to drive revenue through a Global Distribution System provider.

Power Performance: Maximizing People and Productivity

- **Creating the PassionSM** takes participants on a journey that will help them understand what makes peak performers perform, the power of their minds, how to tap into their potential and the fact that the journey is theirs to enjoy and maximize.
- **Leadership Management Training** helps organizations get the most from their team.
- **Executive Coaching** offers a one-on-one, customized, confidential and powerful consultation that awakens your potential and/or the potential of your managers.
- Aspire's **Speaking Engagements** are offered in both keynote and workshop formats. The content is customized to support your meeting outcomes.

Maximizing Your Business' Potential Solutions

- **Aspire Direct** gives organizations the basic fundamentals to succeed in their desired areas of improvement.
- **Aspire by Design** incorporates an in-depth discovery and research evaluation of current programs and pinpoints areas of improvement that are then tailored into a customized program.
- **Aspire Complete** offers services to polish your business from top to bottom. This package offers a comprehensive assessment of your organization and utilizes the most thorough and time-tested methods to increase market value and boost revenue.

3RD ADD ASPIRE

- Aspire's **Envisioning**® product helps capture the essence of your culture and strengthens the heart beat of your business. This comprehensive business growth system assists in revealing and defining the future of an organization, facilitates a team's direction and awakens possibilities.

New products that Aspire will introduce in March include Direct Heroic Hospitality, By Design Heroic Hospitality, Reservation Sales Online Learning and Coaching, Community Building and the Coach program.

Aspire is an international training and consulting company positioning organizations to achieve and sustain optimum performance. Aspire provides innovative learning, strategic marketing, leadership training and cultural alignment for increasing revenues, growth in market share, a re-energized sales force and lasting changes in attitudes and outcome. Founded in 1995, Aspire has headquarters in Phoenix, Ariz. with a network of inspiring professionals across the country. For further information, visit www.aspiremarketing.com.