

## *Director of Sales Training Schedule*

### Day One: Sales Department Orientation

<i>Trainee Initials</i>	<i>Trainer Initials</i>	<i>Date Reviewed</i>	<i>Task Reviewed</i>
			Director of Sales Training Schedule Review: <ul style="list-style-type: none"> <li>◦ Provide Training Packet or Manual</li> <li>◦ Provide Skill Breakdowns</li> <li>◦ Introduction</li> <li>◦ Philosophies &amp; Concepts</li> </ul>
			Sales Department Overview & Communication Tools: <ul style="list-style-type: none"> <li>◦ Sales Pro</li> <li>◦ Equipment Review: Computer, PMS Terminals, printers</li> <li>◦ Collateral Inventory</li> <li>◦ Scheduling – Request off Procedures</li> <li>◦ Time Clock</li> </ul>
			Receive User Login & Password information for all systems
			Review Uniform & Appearance Standards
			Meetings to Attend, daily, weekly, monthly, quarterly
			Tour the hotel <ul style="list-style-type: none"> <li>• Tour first to learn about the property</li> <li>• Tour second to learn the proper way to give a tour</li> <li>• Give a tour properly</li> </ul>
			Obtain copies of all collateral pieces and advertisements
			Obtain Department Keys
			Review Office: <ul style="list-style-type: none"> <li>◦ Computer &amp; documents</li> <li>◦ Phone &amp; Extension</li> <li>◦ Files</li> </ul>

### Day Two: Administrative & HR

<i>Trainee Initials</i>	<i>Trainer Initials</i>	<i>Date Reviewed</i>	<i>Task Reviewed</i>
			MOD Program
			Emergency Procedures
			Key Control Program
			Employee Interviewing and Hiring
			Company Orientation & Training Procedures
			Couching & Counseling Employees & Termination
			Performance Evaluations & Salary Reviews

### Day Three: Basic Elements for Hotel Sales

<i>Trainee Initials</i>	<i>Trainer Initials</i>	<i>Date Reviewed</i>	<i>Task Reviewed</i>
			Review current Sales & Marketing Plan
			Review competitive set-Tour those hotels
			Review STAR Report
			Hotel P&L Review
			Revenue Management Procedures & Meetings
			Things to Know about a Sales Office
			Organization of a sales office
			Phone Etiquette SOP

### Day Four: Generating Sales Revenue

<i>Trainee Initials</i>	<i>Trainer Initials</i>	<i>Date Reviewed</i>	<i>Task Reviewed</i>
			Types of Accounts <ul style="list-style-type: none"> <li>• Group-Corporate and SMERF</li> <li>• Locally Negotiated Rate (LNR)</li> </ul>
			Prospecting and generating leads
			Networking <ul style="list-style-type: none"> <li>• Chamber of Commerce</li> <li>• Convention Visitors Bureau</li> <li>• State and local tourism associations</li> <li>• Community associations</li> </ul>
			Building relationships <ul style="list-style-type: none"> <li>• City Planners</li> <li>• Competition</li> <li>• Top Clients</li> <li>• Local Businesses</li> </ul>

**Day Five: Sales calls**

<i>Trainee Initials</i>	<i>Trainer Initials</i>	<i>Date Reviewed</i>	<i>Task Reviewed</i>
			Sales Call Planning and preparation
			Telemarketing from various lists
			Establishing Rapport
			Qualifying
			Meeting the clients needs
			Getting the commitment
			Follow through
			Up-selling and suggestive selling
			Handling Objections

**Day Six: Evening Shift – Booking the Business**

<i>Trainee Initials</i>	<i>Trainer Initials</i>	<i>Date Reviewed</i>	<i>Task Reviewed</i>
			Contact Management – Sales Pro
			Issuing Proposals
			Sales Files
			Contract
			Terms and conditions
			Tentative vs. Definite Bookings
			Direct Billing

**Day Seven: Reporting**

<i>Trainee Initials</i>	<i>Trainer Initials</i>	<i>Date Reviewed</i>	<i>Task Reviewed</i>
			Pipeline report pr equivalent from Contact software
			Weekly sales report
			Productivity reporting
			Commission reporting
			Lost Business Report
			Monthly P&L review
			Quarterly Business Plan Review
			Forecasts- 30-90-Annual Volume

***Congratulations! You have completed the  
Director of Sales Training***