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<b><u>Title:</u></b> 职位	<b>Senior Sales Manager</b> 高级销售经理
<b><u>Department:</u></b> 部门	<b>Sales and Marketing</b> 市场营销部
<b><u>Hierarchy:</u></b> 报告人	<b>Reporting to Director of Sales</b> 销售总监
<b><u>Direct Subordinates:</u></b> 直属下级	<b>Sales Manager – Corporate</b> 销售经理 – 公司
<b><u>Indirect Subordinates:</u></b> 非直属下级	<b>N/A</b> 不适用
<b><u>Category:</u></b> 级别	<b>L 4</b> 4级


### **Scope / 职责范围:**

- The Senior Sales Manager is in charge of developing, converting and maintaining potential accounts within a specific territory to be defined by the Management.  
高级销售经理主要负责在管理层划定的特定领域内，开发、转化并维护潜在客户。
- Through this portfolio, the Senior Sales Manager's role is to participate to the objective of reaching the hotel's revenue budget through the use of sales tools and techniques, maximization of the accounts potential and up-selling and following the revenue directions.  
高级销售经理需要通过各种销售工具及技巧的使用，最大化潜在客户，追加销售并遵从收益指导方向等方式的融合，参与达成酒店收益目标。
- The Senior Sales Manager has a role of informing the Management about markets behaviours, image of hotel in the market, the potential obstacles or competition threats.  
高级销售经理还应起到向管理层传达市场走向，酒店在市场中的形象以及潜在的障碍或竞争威胁的作用。
- The Senior Sales Manager has a role of coaching the Sales Manager and Executives to acquire and use the sales techniques and performance in a minimum period of time, while ensuring his/her personal development.  
高级销售经理有义务在其个人发展不受影响的情况下，在最短的时间内，指导销售经理以及销售主管获取并使用销售技能。
- The Senior Sales Manager has a role of supporting the activities of the Director of Sales delegated to him/her.  
高级销售经理需支持销售总监委派的相关活动。

### **Responsibilities and Obligations / 职责及义务:**

#### **Hotel Strategy and Budget / 酒店战略及预算**

- Contribute to the hotel strategy by giving regular inputs on the market trends, needs and opportunities.  
通过定期提供市场趋势、需求及机会，为酒店战略的制定做出贡献。
- Organise its activities in order to reach the targets set by the management.  
组织相关活动以完成由管理层制定的销售目标。

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- Sell all aspects of the hotel generating revenue (Rooms, F&B, Banquets ...) 对酒店各个收益点进行销售（如客房，餐饮及宴会）
- Participates in trade fairs, road shows and similar activities, actively hotel, its' product and services and ensures proper conduct representation of the highest quality standard. 参与贸易商业，展销会及类似活动，促进酒店产品，服务的推广，并且确保活动举办始终展现酒店最高标准。

### Account Management / 客户管理

- Manage Business Accounts with professionalism and persistence with the aim to fill the hotel as per the Sales and Marketing Plan, the revenue strategy and the objectives set. 根据酒店市场营销计划，盈利政策以及已定目标，以酒店客满为目标，专业且持续的管理商务客户。
- Ensure that all aspects of the potential of the account and all contacts have been screened and reported. 确保筛选并上报所有客户的各方面潜在消费可能及联络方式。
- Ensure that all conversations and decisions with clients met each day are registered. 确保每日的对客交谈及最终决议均登记在册。
- Ensure that the territory and segments are efficiently covered through organised blitz, telemarketing, sales calls, site inspections, trade shows, workshops, entertainment, association or network groups memberships. 确保销售领域被以下销售方式有效的覆盖：有组织的扫楼，电话推销，销售拜访，实地考察，贸易展览会，研讨会，款待，协会或网络团体会员资格。
- Ensure that the database is clean and up-to-date at any time. 随时确保数据库的清晰且所有数据均为最新。
- Ensure that the guests is satisfied with the Sales, Reservations, MICE and others by keeping informed on the process of the booking, and getting involved when needed. 在整个预订过程中将信息及时传达，并在需要的时候邀请客户介入参与，保证客户对整个销售，预定,会议及活动以及其它服务感到满意。
- Respect and achieve the minimum number of sales calls required by the management. 达到管理层要求的最低销售拜访数量。
- Respect and achieve the minimum number of entertainment lunches or dinners required by the management. 达到管理层要求的最低午餐及晚餐宴请数量。
- Respect and achieve the minimum number of site inspections required by the Management. 达到管理层要求的最低实地考察数量。
- Communicate leads to the relevant sister-hotels, colleagues or departments within the same day. 当天，与相关的姊妹酒店、同事及部门进行沟通交流。

### Attitude and Communication toward the Client / 对客态度及沟通

- Represent the hotel in the market and represent the strategy of the hotel in any communication with a client. 市场中代表酒店，并站在酒店战略角度与客人进行沟通。
- Be correct and respectful with the clients. 对客要友好尊重。

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- Respect the decisions and deadlines given to a client, even if another department is involved (this means that the department must be informed about the decision and deadlines and traced accordingly).  
 遵守给予客户的决定以及期限，如果有涉及到其它部门（必须通知该部门我们给予客户的决定以及期限，并进行跟踪）
- Do not over-promise but make sure a 'Yes' is a realistic 'Yes' while manage to explain the reasons of possible negative answers.  
 不过度承诺。确保确定的答复“是”能够兑现，并对否定的回答做出合理的解释。
- Ensure that all KEY accounts are introduced to the key Head of Department and DOSM.  
 确保将所有重要客户介绍给酒店关键部门负责人及市场销售总监。
- Recommend and/or organise clients gathering to create multi-level contacts within the hotel.  
 推荐和/或组织客户聚会，在酒店内建立多层次的联系网。

### **Attitude and Communication toward internal colleagues and departments**

#### **对内部同事及部门的态度与沟通**


- Ensure that the communication flow is maximised between colleagues from other departments in order to achieve the guest satisfaction on time by taking care of the time frame needed by the colleagues / departments to deliver required actions.  
 确保与其它部门的同事保持最大程度上的沟通，知晓同事/部门提供服务所需要的时间，以便按时向客人提供服务并实现客人满意度。
- Follow up on leads.  
 服从领导。

### **Keeping up the standards / 维系标准**

- Read all policies and procedures for the Hotel and the Sales Department and get confidence about their understanding and ensure you apply them accordingly.  
 阅读酒店及销售部政策程序，并有对其掌握的自信，同时能够将其应用到工作当中。
- Is responsible for the quality of the correspondence and any written or verbal communication internally and externally.  
 负责酒店内外部书面及口头沟通及通信质量监管。

### **People / 人际关系**

- Ensure at any time that the atmosphere in the Sales Department is pleasant.  
 确保市场部有一个和谐舒适的工作环境。
- At any time and under any circumstances, respects the colleagues and superiors and chooses the right communication tools and manners in case of potential conflict arising.  
 无论何时何地，始终尊重同事和上级，如存在任何可能出现的潜在冲突，请选择最佳沟通工具及方式进行沟通。
- Coach the Sales Manager and Executive to acquire and use the sales techniques and performance in a minimum period of time and participate to his/her personal development through monthly 1:1 and yearly appraisals.  
 指导销售经理以及销售主管在最短时间内学会使用销售技巧，并通过月度及年度绩效评估参与他/她的个人职业发展。
- Be helpful with colleagues and superiors.  
 为同事及上级管理人员提供帮助。
- Communicate pleasantly and professionally with other departments.  
 以亲切友好且专业的方式与各部门进行沟通。

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### Reporting / 报告

- Attend the daily meetings set by the Head of the department.  
参与部门负责人组织的每日会议。
- Attend the weekly Sales and Marketing Department meetings.  
参与市场营销部周会。
- Provide the Management with Sales Statistics performance reports as per department standards in due time  
根据部门标准为管理层及时提供销售统计绩效报告。
- Deliver reports to the Management when required within the deadlines.  
根据要求按时向管理层提交报告。
- Participate in the Monthly Report production.  
参与月度报告撰写。
- Keep up-to-date with the PMS available reports.  
随时了解酒店管理系统内可获取的最新报告。
- Ensure that all accounts are entered in the Front Office System for tracking of the results.  
确保所有客户信息均已输入前台系统以跟踪销售结果。

### Marketing / 市场


- Follow up and implement when needed the marketing activities agreed on a 90 days rolling plan.  
在需要时，跟进并完成90天滚动计划中的市场活动。
- Identify opportunities within the market and territory and informs the management.、  
确定市场及销售领域内的机会并告知管理层。
- Organise mailings when required on the respective territory.  
在需要时，在各自的销售领域发送宣传邮件。
- Recommend internet presence on specific website.  
推荐在特定网站上进行网上广告的发布。
- Conform to XYZ brand standards and corporate identity.  
所有工作必须符合国际酒店集团品牌标准以及酒店形象。

### Credit Management / 信用管理

- Ensure that KEY accounts are credit-approved.  
确保重要客户认可信用交易。
- Extend credit as agreed with Finance and ensure accounts stay within pre-set credit limits.  
在财务同意的前提下提供信贷服务，并且确保账目在预设信用额度内。
- Initiate Credit Application for potential accounts and assist the credit process with necessary documents to ensure the liability of the companies.  
为潜在的客户发起信贷申请并协助信贷流程中必要文件的处理以确保公司可靠性。
- Assist the Credit department in reducing the payment collection lead time.  
协助信用部门缩短回款时间。

### Department budget personal responsibility / 部门预算个人责任

- Be careful, honest and discerning about any spending made on the hotel budget (expenses, telephone calls, brochure distributions, give-aways distribution, entertainments ...)  
对酒店预算中的任何一比支出，始终抱有谨慎，诚实及分辨态度（包括费用支出，电话费，手册分发，赠品分发以及接待宴请等）。

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### Security, Safety and Health / 保障, 安全及健康:

- Maintains high confidentiality in regards to guest privacy.  
关于客人隐私, 保持高度机密性。
- Reports any suspicious behaviour of guests and staff to the General Manager and Security.  
如遇客人或员工有任何可疑行为, 及时向总经理及安保部门反映。
- Notifies housekeeper regarding lost and found objects.  
遇到任何遗失物品, 及时告知客房部。
- Ensures that all potential and real hazards are reported appropriately immediately.  
适时及时的报告任何潜在或真实的危险。
- Fully understands the hotel's fire, emergency, and bomb procedures.  
熟知酒店火灾, 紧急情况以及爆炸疏散预案。
- Follows emergency procedures to provide for the security and safety of guests and employees.  
遵守所有紧急疏散预案, 以保证客人及员工安全。
- Works in a safe manner that does not harm or injure self or others.  
以文明安全的方式工作, 避免伤及自身及它人。
- Anticipates possible and probable hazards and conditions and notifies the Manager.  
预见可能的危险或情况, 并及时告知管理人员。
- Maintains the highest standards of personal hygiene, dress, uniform, appearance, body language and conduct.  
保持最佳个人卫生, 着装, 仪容仪表, 肢体语言及行为。

### Competencies / 能力要求:

- Sales Manager in a 4-5\* hotel for a minimum of 3 years  
拥有至少3年4-5星级酒店销售经理的经验。
- Having a minimum of 2 year experience on the territory or segment.  
在该领域至少有2年的工作经验。
- English + Another language.  
良好的英文及其它语言能力
- Organisation and communication skills.  
良好的组织及沟通能力。


### Interrelations / 相互联系:

- Contact with all members of the Sales and Marketing Department, Credit department, Rooms Division, F&B Division.  
主要与市场营销部, 信用部门, 客房部及餐饮部所有人员进行日常沟通。

### Executive Duties / 行政职责:

- To assume the functions and responsibilities of Duty Manager in accordance with the Hotel's Duty Manager's Roster.  
根据酒店值班经理轮值表, 承担值班经理职能及职责。

### Work Conditions / 工作条件:

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- Regular hours with extra times occasionally.  
正常工作时间，偶尔伴有加班

Date : \_\_\_\_\_  
日期

Reviewed By : \_\_\_\_\_  
审核人

Approved By : \_\_\_\_\_  
审批人

I \_\_\_\_\_ understand and agree to the above Job Description and that as a policy of XYZ Hotels & Resorts, it is the responsibility of all Employees, to be both willing to teach, in order to help colleagues reach their full potential and willing and accepting to learn, in order to progress and improve personal abilities, resulting in maximum guest satisfaction.

本人\_\_\_\_\_已了解并认可以上岗位职责，并知晓此岗位职责将作为海拉尔百府悦酒店的政策方针。乐于教授及乐于并接受学习是所有员工的职责。教授将帮助我们的同事发挥他们自身最大的潜能；乐于并接受学习将发展并提升个人技能。两者的最终目标是谋求最大的客人满意度。

\_\_\_\_\_  
Employee Signature  
员工签字

\_\_\_\_\_  
Date  
日期