	RESOURCE LIBRARY STRUCTURE & ORGANISATION Job Description	<i>CODE:</i> 02.04.307
		<i>EDITION:</i> 1
		<i>PAGE</i> 1 OF 6

Title:

职位名称

Sales Executive

销售主任

Department:

部门

Sales and Marketing Department

市场营销部

Hierarchy:

级别

Reporting to Director of Sales, Sales Manager

Corporate

向销售总监、销售经理汇报

Direct Subordinates:

直接下属

N/A

不适用

Indirect Subordinates:

间接下属

N/A

不适用

Category/Level:

类别/级别

L5

5级

Scope/职责范围:

- The Sales Executive is in charge of developing, converting and maintaining potential accounts within a specific territory to be defined by the Management.
销售主管负责开发、转化和维持管理层规定的特定地区内的潜在客户。
- Through this portfolio, the Sales Executive'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.
通过该组合，销售主管参与实现酒店的收入预算目标：在遵循酒店收入预算的前提下，使用销售工具和技巧；最大程度开发可获利的潜在客户；采用升档销售形式。
- The Sales Executive has a role of informing the Management about markets behaviours, image of hotel in the market, the potential obstacles or competition threats.
销售主管负责向管理层汇报其部门市场营销行为、市场中酒店形象和潜在障碍或竞争威胁。

Responsibilities and Obligations/职责和义务:


Hotel Strategy and Budget

酒店战略和预算管理

- Contribute to the hotel strategy by giving regular inputs on the market trends, needs and opportunities.
通过市场趋向、市场需求和市场机遇输入项，协助制定酒店战略。
- Organise its activities in order to reach the targets set by the management.
组织营销活动，以期实现管理层设定的目标。
- Sell all aspects of the hotel generating revenue (Rooms, F&B, Banquets ...)
销售酒店所有创收项目（客房、餐饮、宴会等）

Account Management

客户管理


	RESOURCE LIBRARY STRUCTURE & ORGANISATION Job Description	<i>CODE:</i> 02.04.307
		<i>EDITION:</i> 1
		<i>PAGE</i> 2 OF 6

- 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.
专业、持久地管理商业客户，以期根据市场销售计划，实现本酒店设定的营销收入策略和目标。
- Ensure that all aspects of the potential of the account and all contacts have been screened and reported.
确保潜在客户的所有方面和所有联系合作经过筛选和汇报。
- Ensure that all conversations and decisions with clients met each day are registered.
确保每天与客户的交谈和协商决定记录在册。
- 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.
通过组织大促销、电话营销、电话销售、现场检查、贸易展览、培训课程、娱乐活动、协会活动或网络组织会员活动等，确保实现地域和部门能有效的覆盖合作。
- Ensure that the database is clean and up-to-date at any time.
确保数据库清理并时时更新。
- Ensure that the guests is satisfied with the Sales, Reservations, C&E and others by keeping informed on the process of the booking, and getting involved when needed.
通过及时知悉订房程序并当有需要时亲自参与其中，确保顾客对销售和预定或其他要求感到满意。
- Respect and achieve the minimum number of sales calls required by the management.
遵从并达到管理层要求的最低电话销售数量。
- Respect and achieve the minimum number of entertainment lunches or dinners required by the management.
遵从并达到管理层要求的最低的娱乐午餐或晚餐数量。
- Respect and achieve the minimum number of site inspections required by the Management
遵从并达到管理层要求的最低的现场考察数量。
- Communicate leads to the relevant sister-hotels, colleagues or departments within the same day.
通过联系交流使相关兄弟酒店、同时或部门能在同一天共同行动。

Attitude and Communication toward the Client

对待顾客的态度和交流方式

- 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，与顾客的任何交流中代表酒店的经营策略立场。
- Be correct and respectful with the clients
正确、尊重地对待顾客。
- 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)
即便其他部门加入（这意味着也需向该部门汇报顾客的决定和其给出的期限，并能作出相应的跟进），也要遵从顾客的决定及给出的期限。
- Do not over-promise but make sure a 'Yes' is a realistic 'Yes' and manage to explain the reasons of possible negative answers.

	RESOURCE LIBRARY STRUCTURE & ORGANISATION Job Description	<i>CODE:</i> 02.04.307
		<i>EDITION:</i> 1
		<i>PAGE</i> 3 OF 6

不要过多地承诺，而要作出可实现的“好的”回答，并能向顾客解释可能无法实现之回答的原因。

- Ensure that all KEY accounts are introduced to the key Head of Department and DOSM.
确保所有重要客户已介绍给部门主要主管以及市场营销总监。
- Recommend and/or organise clients gathering to create multi-level contacts within the hotel.
推荐和/或组织收集客户信息，建立起酒店内多层次联系方式。

Attitude and Communication toward internal colleagues and departments

对待内部同事和部门的态度和交流方式

- 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.
确保不同部门同事间交流面的最大化，在考虑到各同事/部门作出相应行动所需时间的基础上，以及时实现顾客的需求并使其满意。
- Follow up on the Leads
服从领导安排。

Keeping up the standards

遵从标准

- Read all policies and procedures for the Hotel and the Sales Department and get confidence about their understanding and ensure you apply them accordingly.
阅读酒店和销售部的所有政策和程序并确保员工清楚了解政策、程序并按其执行。
- Be responsible for the quality of the correspondence and any written or verbal communication internally and externally
负责酒店内外部的信件、书面或口头交流的质量。

People


员工

- Ensure at any time that the atmosphere in the Sales Department is pleasant.
确保销售部的气氛在任何时候都是积极的。
- At any time and under any circumstances, respect the colleagues and superiors and chooses the right communication tools and manners in case of potential conflict arising.
在任何时间、任何情况下，尊重同事和上级，并在可能发生矛盾时采取正确的交流工具和方式。
- Be helpful with colleagues and superiors
在工作上，协助同事和上级。
- Communicate pleasantly and professionally with other departments
以友好和专业的方式与其他部门交流。

Reporting

汇报

- Attend the daily meetings set by the Head of the department
参加由部门主管召开的例会。
- Attend the weekly Sales and Marketing Department meetings
参加市场营销部的周例会。

	RESOURCE LIBRARY STRUCTURE & ORGANISATION Job Description	<i>CODE:</i> 02.04.307
		<i>EDITION:</i> 1
		<i>PAGE</i> 4 OF 6

- Provide the Management with Sales Statistics performance reports as per department standards in due time.
向管理层提供该部门一时段的销售统计业绩报告。
- Deliver reports to the Management when required within the deadlines.
需要在期限内向管理层递交报告。
- Participate to the Monthly Report production.
参与编制月度报告。
- Keep up-to-date with the PMS available reports.
密切关注酒店管理系统相关报告。
- Ensure that all accounts are entered in the Front Office System for tracking of the results
确保所有账目输入前厅部系统以跟进结果。

Marketing 市场营销


- Follow up and implement when needed the marketing activities agreed on a 90 days rolling plan
当有需要时，遵从和实施约定的 90 天的连续计划的市场营销活动。
- Identify opportunities within the market and territory and informs the management
辨别市场和地区中的机会并向管理层汇报。
- Participate to mailings when required on the respective territory
当相关地区有需要时，参与寄件服务。
- Recommend internet presence on specific website.
在特定网站上进行网络推广。
- Conform to XYZ brand standards and corporate identity
遵循国际酒店集团品牌标准并保持企业标志不变。

Credit Management 信贷管理

- Ensure that KEY accounts are credit-approved
确保重要客户的信贷获得批准。
- Extend credit as agreed with Finance and ensure accounts stay within pre-set credit limits
在获得财务部许可下可延展信用期限，并确保账目在预设的信用限额范围内。
- Initiate Credit Application for potential accounts and assist the credit process with necessary documents to ensure the liability of the companies
为潜在的客户进行信贷申请，并在信贷申请流程中协助提供相关文件，以确保申请公司的责任。
- Assist the Credit department in reducing the payment collection lead time.
协助信贷部减少其回款准备时间。

Department budget personal responsibility 部门预算的个人职责

- Be careful, honest and discerning about any spending made on the hotel budget (expenses, telephone calls, brochure distributions, give-aways distribution, entertainments ...)
应认真、诚实和敏锐地统计酒店的预算的任一项开支（费用、电话费、发传单、赠品派送、娱乐等）。

	RESOURCE LIBRARY STRUCTURE & ORGANISATION Job Description	<i>CODE:</i> 02.04.307
		<i>EDITION:</i> 1
		<i>PAGE</i> 5 OF 6

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, 要保持高机密性。
- 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:

- Has been in contact with a Sales Approach in the Hotel Industry or a similar industry.
熟知酒店行业或相似行业销售方法。
- Has a positive attitude towards guest service and shows a self motivation.
饱含热情地对待顾客并能进行自我激励。
- English + Another language.
掌握英语和其它语言
- Organisation and communication skills.
组织和沟通技能


Interrelations/相互联系:

- Contact with all members of the Sales and Marketing Department, Credit department, Rooms Division, F&B Division.
与市场营销部、信贷部、客房部和餐饮部的所有成员合作联系。

Work Conditions/工作条件:

Regular hours with extra times occasionally.
正常工作时间与偶尔的加班时间。

Date : _____
日期

	RESOURCE LIBRARY STRUCTURE & ORGANISATION Job Description	<i>CODE:</i> 02.04.307
		<i>EDITION:</i> 1
		<i>PAGE</i> 6 OF 6

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