

	<b>RESOURCE LIBRARY</b> <b>SALES AND MARKETING</b> <b>Introduction</b>	<i>CODE:</i> 06.02.001
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**Description描述:**

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**OBJECTIVE目标:**

Introduction to Sales procedures  
 介绍际酒店集团销售程序

**APPLICATION应用:**

- The DOS or Sales Manager in charge of the department is responsible for the control of the image generated by the members of the sales team.  
 销售总监或销售部部门经理负责管控由销售团队人员形成的形象
- Each sales person is responsible for respecting the procedures and standards set by the Management.  
 每一个销售人员均有义务尊重管理层制定的程序及标准

**STATEMENT OF POLICY政策声明:**

This Sales standards and procedures manual is designed to provide hotels with sales standards and procedures needed to achieve a consistent approach to effectively manage accounts both locally and globally.  
 际酒店集团销售部标准和程序的制定是为酒店提供能够持续达到有效管理本地的以及全球的客户销售标准及程序

The manual offers information on the expectation of our Hotel Group sales culture in delivering the Strategic Sales Process and to support the ambition to becoming a 360° global company. A company that goes about their business looking at everything as a whole, "working as one team".  
 本手册提供了我们际酒店集团销售文化在传递战略销售过程中以及成为一个360度全方位公司的雄心的期望

These standards are laid out in logical progressive stages, with a brief overview of each standard, supported by relevant attachments, including presentations, spreadsheets, templates and procedures.  
 这些标准的设计是经过逻辑渐进阶段的，并涵盖了每项标准的总括，同时有相关的附件作支持，这些附件包括了展品、电子数据表、样板及程序

Most standards apply to all hotels; however, there may be some variations in the guidelines depending on sales system and structure in place.  
 适用于所有店的多数标准，根据适当的销售系统及体系在指导原则中可能会有某些变动

Any future enhancements will be communicated as they become available.  
 任何进一步的增强在它们可以使用时将会被传达