

	<b>RESOURCE LIBRARY SALES AND MARKETING Annual Sales Audit</b>	<i>CODE:</i> 06.02.003
		<i>EDITION:</i> 1
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**Description描述:**

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**OBJECTIVE目标:**

To check the consistency and to ensure that company hotel sales standards and procedures are in place and applied  
用以检查其一致性以及确保店销售标准和程序是到位的并已实施了

**APPLICATION应用:**

- The DDOS or Sales Manager in charge of the department is responsible for the control of the image generated by the members of the sales team.  
销售副总监或销售部部门经理负责管理由销售部成员生成的形象
- 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:**

The Annual Sales Audit measures account management, sales activities, business planning and sales administration. All sections contributing to achieving successful results and maximizing on business potential.  
年度销售审核考核客户管理、销售活动、营销计划以及销售管理。所有的部分都是为达到成功的结果及最大化销售潜能而贡献的

It is advised that regular reviews are carried out throughout the year to ensure all elements of the sales management process are in place. This makes the assessed annual sales audit easier to complete and pass. (A good pass score significantly contributes to the Sales team annual KPO targets). On review of the Sales Audit it will identify specific need areas for concentrated sales activity, coaching, training and/or development to ensure the sales department is operating effectively and efficiently

这是个建议，定期的审核应贯穿整年以确保销售管理过程中的所有元素都是到位的。这使得年度销售审核的评估更容易完成及通过。（一个好的通过的分数意味着是对销售团队年度KPO目标的贡献）在销售审核中，将会为集中地销售活动、指导、培训以及或发展确定特定的区域需求，以确保销售部的运营是有效并高效的