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Description描述:

OBJECTIVE目的:

- To ensure that Sales person shows the right image to the client, works homogeneously and projects a professional image on the clients which will lead them to generate room nights and other revenues with the hotel.
确保销售人员以良好的仪容仪表出现在客面前，并以良好的准备给客人留下专业的印象。这会让客人产生在店消费的欲望以增加酒店收入（住房消费或其它在店消费）。
- Remember: Like a student is not a good student without his/her tools, a sales is not a good sales person without his/her tools. Smile is not enough, get ready to be ready to make the right impression and confirm business on the spot!
请记住，销售没有相应的销售工具不会成为一个好销售，就像学生如果没有学习工具就无法成为好学生。仅有笑容并不足够，应随时准备好在现场给客人留下良好的印象并确定生意合作。
- This check list will help you to ensure a relaxed arrival to your client appointment, your mind is free of questions (do I have this or this???), your body is stress-free because you have called your client, and you are able to focus on your objective and listening to your client.
下面的检查表会帮助销售人员去检查是否准备好所有赴约需要的准备工作，这可以让销售人员在赴约时感到放松，因为他们不会受到“是否需要??”这样的问题困扰。在致电客户后，你的身体可以完全放松，这样可以将注意力集中在你的目标上并倾听客户的需求。

CHECK LIST检查表


APPOINTMENTS 预约

Ensure the appointments planned are potential and useful
确定计划中的预约时针对潜在客户的，而且是有效性的
Check your appointments planned for the day.
检查当天的预约计划
Ensure you have the telephone number of all your appointments contacts
确保有所有预约客户的联系方式

TIME MANAGEMENT 时间管理

Time management is also an attitude !时间管理也是一种态度

- Take your appointments to avoid the traffic peak times in the area
会见时间避开该区域的交通高峰时间
- Ask your client the location map to be sent to you prior by email or fax.
请你的客户将位置地图提前通过邮件或传真的方式发给你
- Take all the details of the location of the office in the building (Floor, Office number ...)
记下办公位置及办公楼的所有细节信息（楼层，办公室编号...）
- Maximize your appointments in the same area.
在同一区域，最大化你会见个数
- Maximize your time in the company, 'if I meet this person, who else would it be worth meeting?'
最大化你在该公司的时间，“如果你会见一个人，在该公司有没有其他人是值得你约见的？”
- Highlight the appointment where timing is crucial
如果时间很重要，特别标记此会见
- In case you are delayed by traffic or a previous appointment, inform your client and check if he/she can still meet you.
如果因为交通或与前一位客户见面时间的延迟导致你不能按时到达下与一位客户的约见地点，请通知客户并确认他/她是否仍然有时间接见
- Always try to respect within your appointment process
尽量遵守会见程序
- Ensure you have enough time to reach from one place to another one
确保有足够的时间能够从一个目的地到达另一个目的地

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BROCHURES 宣传册

Brochures and all collaterals need to be maintained and protected from transportation alteration.

在运输过程中应该保管好宣传用品避免损坏

- Advise 1: Have a box in your car with each type of collateral, give aways and a box of business cards
建议1: 在车里有一个箱子用于放置不同的宣传用品, 礼物及一盒名片
- Advise 2: Have enough bags available to hand them out to the client with style.
建议2: 有足够的手提袋用于分发以上所说物品
- Advise 3: If you have lots of appointments close to each others in time frame, ensure your bags are ready from the morning
建议3: 如果你在某一时间段内有很多临近的客户要见, 确保在早上准备好所有的手提袋。

Questions to ask yourself in the morning or the evening

prior在当天早上或者前一天晚上, 对你自己提出如下问题:

- Do I have enough brochures for my appointments?
我是否携带了会见所需的足够数量的宣传册?
- Do I have enough brochures with me for the day – shall I drop some to this office as it is close-by?
我是否为今天准备了足够数量的宣传册-我是否应该顺便拜访一下临近的一些办公室?
- Shall I prepare my packs prior to the appointment (this is the best way to arrive relaxed ... you did not struggle with your box after a long drive in the heat ...)
我在会见之前准备好了资料袋 (这是让旅途放松过得最好方式...你不需要在高温下开了很长时间的车之后再和你的礼品箱做斗争)

Advice建议:

Always have a brochure with you or a presentation, you never know which questions the client will ask you or which area he/she wants to be clarified. You never who will be with your client that you could also convince!

总是随身携带一个宣传册用于展示, 因为你永远不知道客人会提出什么样的问题, 或者客人会要求你澄清什么内容。你也无法预知是否会有和客户一起出席其它人员需要你去说服

BE PREPARED FOR THE MEETING 会议准备

Back up准备

- Take your notes of the former meetings
携带前一个会议的记录
- Find the latest information about this company – surprise them by showing you are aware!
查找此公司的最新的信息-向客户展示你知晓他们公司的动态
- Check the names of the people you will meet, and remember the name of the GM to ask news about him/her
检查你要会见的人的姓名, 记住公司总经理的姓名, 以便询问他/她的近况

What is your objective? 你的目标是什么?

- Always enter a meeting with an quantitative or qualitative objective.
总是抱有定量或定性的目标走进会议室
- What do you want to get out of this meeting?
通过会议, 你想得到什么?
- If you do not do so, you are a PR person.
如果做不到这些, 你就成为了一个公共关系人员

What would you potentially need to convince this client? 哪些潜在方面是你需要说服客人的?

- Did you take the contract?
你携带合同了吗?
- Do you have brochures?
携带宣传册了吗?
- Do you have a presentation book or your lap top
是否有展示图册或你的手提电脑中你可以展示给客人的资料



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- Does your lap top has enough power?
你的手提电脑电源是否足够
- Do you have your cable?
你是否携带电源
- Brochures in bags to give to them?
是否已经将宣传册等装入手提袋，可以直接送给客人。
- Do you have your note book?
你是否有携带你的笔记本
- Do you have a pen?
是否携带笔
- Do you need a calculator for this meeting?
是否需要计算器
- Is my telephone on silent?
电话是否静音
- Do I need give-away for this guests?
是否需要准备赠品
- Advice: Have one more in case you meet the boss!
建议：多准备一份。万一会见公司老板，可以赠送

5mn before在到达前五分钟

- Check your appearance ... Will you impress?
检查仪容仪表
- You look sad ... think about something funny
如果你看起来不高兴，想点好笑的事情
- ou look sweaty ... do something
如果你看起来汗津津的，做点什么让自己看起来更好
- You look tired ... do something
如果你看起来很累，做点什么让自己看起来更精神

...

TAKE NOTES做笔记


- Taking note is a note of respect for the client who sees that you are considering what he/she is saying.
记笔记会给客人一种受尊敬的感觉，会让客人觉得你在认真考虑他/她的谈话内容
- Do not over-estimate yourself in thinking that you can remember everything, if this is important, write it down.
不要太高估你自己的记忆力，人为自己可以记住所有的事情。如果内容很重要，记录在笔记本上
- Furthermore taking notes is also a way to refocus your thoughts and visualize your objective (what do I need to know to be able to approach my KEY questions and KEY selling?)
而且，记笔记也是一个重调你的想法及形象化你的目标的一个办法（我需要知道哪些信息能够有利于接近我的主要问题及销售）
- Your notes must be then tracked in the Sales Activities and actions should all happen during the same day.
应该根据你的笔记内容采取跟踪行动，跟踪行动应该在会见日进行

ACTION行动

- Always thank for the appointment and answer to the issues mentioned if any within one day, maximum one week if this is an overseas sales trip.
感谢会见，在同一天内回复会见时提到的所有疑问。如果有海外差旅，最晚在一周内应回复客人反馈信息

FOLLOW UP跟踪

- The follow up is the strongest tool available to a sales person to show the professionalism.
跟踪行动是展示一个销售人员专业性的最有效的工具
- Set up your follow up date and do not delay the action of one day, do it when you have it in your schedule.

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确立你的跟踪行动日期并根据你的时间表执行，不要推延

- Call when you said you will call
根据计划的时间致电客人
- Inform when you said you will inform
根据计划的时间做好通知工作
- Visit when you said you will visit.
根据计划时间拜访客户

CONCLUSION 结论

Show respect, show professionalism, show seriousness, show who you are and Do what you said you will do ☺
展示尊敬、专业及认真。展示你是谁，并言行一致