	RESOURCE LIBRARY SALES AND MARKETING Sales – Client Communication	<i>CODE:</i> 06.02.005
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Description描述:

OBJECTIVE目的:

- To ensure that all inquiries are dealt within a minimum lead time
确保在最短的时间内处理所有的问询

APPLICATION适用于:

- It is the responsibility of the DOSM and the Deputy Director of Sales to communicate the Sales Team the etiquette for the communication towards the client
关于销售人员与客户的沟通礼仪，市场销售总监及销售副总监负责与销售团队人员沟通
- It is the responsibility of each individual member of the Sales Team to apply the following.
每个销售人员都应该遵循以下的政策内容

STATEMENT OF POLICY政策详述:

The Sales Team being reachable at any time for a new inquiry

在任何时候，销售团队都应该是可以被联系到的


- All departments from the Sales Department have to be reached from 8:30 am 'til 6:00pm
每日早8:30至下午6:00，所有销售部门均应可以被联系到
- At lunch time, each department needs to ensure that there is a minimum of one person for the call duty.
在午餐期间，确保办公室内至少有一人可以接听电话
- Prior to leaving the office, all sales person must forward the phone either to the Sales Co-ordinator or to his/her own mobile.
在离开办公室前，所有销售人员应该将电话转接给销售协调员或转接到自己的手机
- In the evening, all phones must be forwarded to the Sales Co-ordinator and the Sales Co-ordinator must forward all calls to the Operator.
在晚上，所有电话应该转接给销售协调员，销售协调员必须将所有电话转至总机

Answer to Voice Mail回复语音信箱

- If voice mails are set up on the phones system, any message should be listen upon return to the desk, possibly within maximum 2 hours after the message has been left, and within the same day.
如果语音信箱设置在座机系统中，应该在回到办公室后立即收听语音信箱。如果可以，在收到留言后的两小时内收听语音信箱
- If the person is travelling, sales co-ordinator must forward the call to the most relevant person in the team / hotel or inform the Sales person about the call.
如果相关销售人员在旅行中，销售协调员必须将电话转给销售团队/酒店其它重要的相关人员，或者将信息转达给旅行中的销售人员

Call taken for Colleague其它同事接听电话

- If a message has been taken on behalf of an absent colleague如果有其它同事代替外出人员接手客户问询，
 - The call has to be answered and dealt with as if it was a personal client.
电话应该被接听，并把客户视为自己的客户一样对待
 - If the call can be dealt with by the person taking the call, answer to the client must be provided and the colleague informed about the call and the answer.
如果接听电话的人员可以处理客户的问询，必须提供给问询客人相应的答案，同时需要将问询及回复信息告知客户负责人（外出同事）
 - If the call can be dealt with by another department, the person will transfer the call professionally
如果电话问询可以由其它部门处理，接听电话人员应专业的将电话转接给相应部门
 - If the answer cannot be dealt with immediately
如果不能立即为客人提供答案
 - the conversation must be reported to the colleague (note, email, tel.) and the emergency of the call mentioned.

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谈话内容必须以便签/邮件/电话的方式立即告知客户负责人（外出同事），并告知电话中提及的紧急事项

Phone ringing in the Sales Office 销售办公室的电话响起

8. Each Sales Executive, Sales Manager and Deputy Director of Sales, as well as the DOSM are provided with a mobile telephone number by the Hotel to reach and get reached by Clients and the Hotel.
酒店应该提供移动电话号码给销售主管，销售经理，销售副总监及市场销售总监，用于销售人员、客户及酒店间的联系
9. All above get a specific amount dedicated for professional calls. It is the responsibility of each individual to manage the calls accordingly.
以上是为了提供一定的电话费金额用于专业的销售。每个单独个体负责管理相应的电话。
10. It is highly recommended to use the Mobile telephone for communication with the clients and the hotel only when out of the hotel and to use the landlines available when inside the Hotel.
强烈建议只有在外出时才使用移动电话与客户及酒店沟通。在店内时，应使用座机。

The Land Line

11. It is highly recommended to use the Landline telephone for landline-to-landline calls and therefore save on the mobile account.
强烈建议使用座机沟通以节省移动电话费用
12. Only DOSM and DDOS are allowed to have landlines with international access and use is professional only.
只有市场销售总监及DDOS的座机有拨打国际电话的权限，并只为工作用途
13. If the Sales Executives and Sales Managers need for professional reasons to call an account based overseas, the call must be requested at the operator and the name of the client provided.
如果销售主管和销售经理因工作需要拨打国际电话，电话必须由总结转拨并需告知总机客户的姓名
14. The Operator will reconcile the international calls on a weekly basis for the review of the DOSM.
总机将以周为单位准备国际电话汇总表，交由市场销售总监审核
15. Sales Executive and Sales Managers can expect to be inquired about the reasons of the calls from time to time.
销售主管及销售经理可能随时会被问之拨打国际电话的原因

Rooming and overseas travels

16. For the sales persons due to travel for professional reasons, a rooming will be arranged by the hotel on a temporary or yearly basis according to the frequency of the travels. Co-ordination with the Finance Department is required minimum one week prior to departure.
如果工作人员需要出差，根据出差的频率，应该由酒店临时或以年为单位安排差旅人员的住宿。出差人员需提前（至少一周）与财务部沟通协调。
17. According to the frequency and the length of stay, the Sales person is required to analyze the possibility to buy a local card for calling local clients and to arrange the needful with the Finance department.
根据出差频率及出差时长，销售人员应考虑是否需要购买当地的电话卡与客户联络，之后与财务部联络安排需要做的事情
18. When abroad, all calls are considered professional, though personal calls must be kept to a minimum and to a reduced period of time.
当身处海外时，考虑所有需拨打的电话应该是工作必须的。必须尽量控制私人电话的数量，如果需要拨打私人电话，也应尽量减少通话时间
19. When abroad, the sales person must request the Hotel to call back to reduce the cost of the conversation with the Hotel, and sms are a preferred way of communicating if possible.
当身处海外时，与酒店的通话应该让酒店拨回以节约成本。如果可以，尽量使用短信沟通