	RESOURCE LIBRARY SALES AND MARKETING Sales Trip Authorization Procedure	CODE: 06.02.009
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Description描述:

OBJECTIVE目的:

Establish effective process to ensure 确立有效的程序以确保:

- All sales trips are planned and have clear measurable objectives.
所有的销售差旅是有计划性的并且有明确的目标
- Duplicate sales trips do not occur in each division unless approved, thus saving resource and funds.
为节约成本，除非得到批准，否则不应该发生重复的销售差旅
- Host ISOs are aware of the visits and can support where necessary or recommend more appropriate events/dates.
ISOs主人知晓拜访行为并在需要的时候可以提供帮助，或者建议更合适的活动/日期
- Each sales trip is followed up by post sales report with follow up action points.
每个销售差旅都应根据销售差旅报告中的后续跟踪行动要点进行跟踪

APPLICATION适用于:

The process applies fo all Sales Trips and Tradeshows taken by Hotels and ISOs:
此流程适用于所有酒店及ISOs产生的销售差旅及参加的商业展会:

- International (Outside the Sales Person's country)
国际（销售人员工作城市之外的其它城市）
- BHI Sales Blitzes/Road shows
销售闪电战/路演
- Trade Shows
展会
- Independently Organised Sales Trips
自主组织的销售差旅
- Trade Shows/Industry/Association Events
展会/行业活动/联盟活动

STATEMENT OF POLICY政策描述:

PROCESS流程

1. Sales person complete a 'Sales Trip Authorization Form'
销售人员填写“差旅授权表”
2. Sales person submits form to their Direct Report via Email
销售人员同过电子邮件将填写好的表单发给直接经理
3. Direct report signs off and sends to CDOSM Sales for approval
直接经理签署之后发给DOSM审批
4. On approval, Sales person books appointments. Activity takes place
在获得DOSM的批准之后，销售人员可以预约会面。活动可以执行
5. Sales person completes a post sales trip report within two week of returning and copy sent to CDOSM Sales.
销售人员在差旅结束两周内完成差旅报告并将报告抄送给CDOSM
6. Action follow up points & activities to relevant people.
后续的跟踪要点及行动发给相关人员

SALES TRIP AUTHORISATION FORM销售差旅授权表

The Sales Manager, prior to submission, must complete the following information:


销售经理在提交差旅授权表之前，并需完成下列信息:

Person Requesting Authorization; Title, First Name, Family Name, Job Title, Line Manager, GSO Office/Hotel Name.

请求授权人员：标题，名，姓，职位，直线经理，GSO办公室/酒店名称

Sales Trip Details 差旅细节

- Date of Trip, Number of Days, City/Cities and Country/Countries.

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- 差旅日期，天数，城市及国家
If attending an industry event the name is required, e.g. World Travel Market.
如果参加行业活动，写明活动名称，如世界旅游交易会
- If attending a sales blitz/road show organized by a 3rd Party, the name of the event and 3rd party are required.
如果参加由第三方组织的销售闪电战/路演，写明活动名称并要求有第三方参加
- Market segment focus, e.g. Agency, Conference, Incentive, Corporate
市场细分明确，如旅行社，会议，奖励，公司
- Whether the trip was included in the Sales Plan & Budget.
此次差旅活动是否包含在销售计划及销售预算中
- Estimated Cost.
预估成本

POST SALES TRIP REPORT 差旅报告

The deadline for the 'Post Sales Trip Report' is set in the 'Sales Trip Authorization Form' which needs to be completed two weeks from trip. Report requires the following information:

差旅报告的完成日期已经在差旅授权表中注明，即应在差旅结束后两周内提交。差旅报告需包含以下信息：

- Purpose of the Visit and Key Objectives
差旅目的及主要目标
- Market Trends
市场动态
- Competitor Activity
竞争者行动
- Summary of Appointments
会见汇总
- Key Opportunities
主要机会
- Summary and evaluation of the visit, recommendation for future events
拜访汇总及评估，后续活动的建议