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Description描述:

OBJECTIVE目的:


- To ensure the quality of the Fam Trip hosted.
确保考察团活动的质量
- To ensure the information about the Fam Trip is circulated to the Management.
确保管理层知晓考察团活动信息

APPLICATION适用于:

- It is the responsibility of the Deputy Directors of Sales to ensure that the Fam Trips are handled in a professional way from the moment of the request / proposal until the end.
从考察团活动提案至结束，销售副总监负责确保活动以专业的方式举办
- Fam Trips are a key selling tool with the highest return on investment. The Sales Team needs to maximize the number of fam trips at the launch period in order to generate a quick booking effect.
考察团活动投资是获得高回报的重要销售手段。为了产生快速的预订效果，销售团队应该在活动推行阶段最大化考察团人数
- Therefore a strong preparation and follow up must be organized and it is the responsibility of the Deputy Directors to give the necessary support and control to his team.
因此，应该为考察团活动做好充足的准备并做好后续跟踪工作。副总监有责任监管销售团队并提供必要的支持

STATEMENT OF POLICY政策描述:

1. Hosted Fam Trips must make business sense and therefore be relevant to the Hotel business and be a source of future revenue.
举办考察团活动必须具有商业意义。如对酒店生意有益或者对未来收入有益
2. Fam trips must be offered to potential client in the Leisure Segment who have more than 5 rooms allocated throughout the year. A serious follow up should be handled by the Account Manager so that the Fam Trip happens within the first six months of opening.
考察团活动应该提供给那些年住店间夜数在5夜以上的旅行社行业的潜在客户。客户经理处理一系列的跟进活动，以便考察团活动可以在开业后的六个月内举办
3. The Deputy Director of Sales must explore all the opportunities of potential Fam Trips targeting the region, through
 - a. Setting realistic targets to the Sales Offices to bring Fam Trips with pre-defined Top Accounts in co-ordination with Airlines
与航空公司合作，确立可实现的销售目标并预定义重要客户
 - b. Keeping updated with the DTCM Missions Department and influencing them enough to get from all sources markets
 - i. Press Fam trips
新闻
 - ii. Tour Operator Fam Trips
旅行社
 - iii. MICE Agents Fam Trips
会奖旅游机构
 - iv. Corporate Companies Fam Trips
公司
 - v. Corporate Travel Management Companies
商务旅行管理公司
4. A Fam TripPlanner must be updated and monitored weekly by the DOSM to ensure that each fam trip will have the resources (human and space) to be welcomed in a professionally manner. See Annexes

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市场销售总监应该每周更新并监管考察团计划，以确保有足够的人力及空间资源，并以专业的方式接待考察团

5. BHI will only bare the cost of the accommodation in its premises and can give a support for the Tour co-ordination by finding
根据前提，巴伐利亚仅承担膳宿的成本
6. To ensure the accuracy of our offer the following answers must be found by calling the client prior to sending the offer:
为保证报价的精准性，在发送报价之前，应致电客户确认以下信息

Dates 日期

- a. Do we have the exact dates of arrival and departure, or the arrival date and the length of stay?
是否已经确认到达和离开日期，或者询问到达日期及停留时间
 - i. If yes, are the dates flexible?
如果回答为是，询问日我是否可变更
 1. If yes, what would be the alternative dates or days of arrivals
如果回答是，询问可能的替换到达日期
 - ii. If no, what is the day of the week for the arrival?
如果回答否，询问客户哪天到达
7. The request of the Client and the Proposal signed must be filed in the Box File called PENDING OFFERS in the corresponding month of the arrival date.
客户要求及签批的提案应该根据抵达日期的月份归档在箱式文件夹中，文件夹命名为“待报价”