

	RESOURCE LIBRARY SALES AND MARKETING Sales Blitz Organization	<i>CODE:</i> 06.02.011
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Description描述:

OBJECTIVE目的:

- To ensure that the blitz is fully thought of and prepared to generate the most from this exhausting action.
确保整体考虑并做好相应的准备，以从这一耗费体力的销售方式中获得最大的益处
- To generate a large volume of spontaneous bookings through the distribution of flyers.
通过分发宣传页这一方式，产生大量的自主预订行为

APPLICATION适用于:

- The DDOS or Sales Manager in charge of the department is responsible for the preparation and optimisation of the Blitz
销售副总监或销售经理管理的部门负责扫楼工作的相关准备工作并是扫楼工作最优化
- Each sales person is responsible for reaching the quotas set by the management for the blitz
没位销售人员都应完成自己的销售定额

STATEMENT OF POLICY政策描述:

Definition定义:

A Blitz is a military term to picture a territory coverage or 'attack' in a minimum period of time to pre-qualify the companies with potential for the Hotel in a minimum period of time and start the awareness campaign through an attractive concept that can be reminded by the persons met during the Sales Blitz.

闪电战是用来描述领土范围的军事用语。在这里是指通过扫楼这种销售方式，运用有吸引力的理念，在最短的时间内建立酒店的潜在客户

A blitz can also be organised by Industry Type (Pharmaceutical, IT ... if they can be located on a specific areas)
销售闪电战同样可以运用于其他行业（制药，电子行业等，如果他们位于特定区域）

The blitz members are requested to enter in companies without any appointment, distribute the flyers created for the occasion and to quickly identify the potential and interest of the companies in the area, while creating the awareness about the property.

销售人员被要求在没有预约情况下进入各公司分发传单，让他们对酒店有一个基本的认知并尽快识别潜在客户

Who participates?谁参加

- The larger the number, the better
参与人员越多越好
- The whole sales team (Management included) but one person must stay in the office for the calls
整个销售团队（包括管理层），但是必须有员工留在办公室接听电话
- 2 persons from Related departments (Recreation, F&B, reservations, Banquet) can be requested for help and to give them an exposure of the sales activities
可以要求来自其它相关部门的两位员工提供帮助（如娱乐部，餐饮部，预订部，宴会）

Objectives to set 确立目标

- Definition of the concept and time spent in each company + if cars should also be blitzed ...
概念定义，明确花费在每个公司的时间。确认是否发放传单给汽车
- Definition of the Area to blitz + map to create
明确扫楼区域，准备地图
- Set the targets of the blitz
确立扫楼目标
- Set the best dates to reach the companies and have the maximum number of persons on blitz.
确立一个最合适宜的日期去公司发放传单，并尽可能将传单发放给公司的每一个人
- Define the People – see above
确立传单发放人员-参照上一条
- Define the timings (departure / return)

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明确离开时间及再次光顾时间

- Create a dynamic concept to define to create a buzz in the area about the blitz to be thought and co-ordinated with Marketing
根据市场情况确立动态概念
- Define and agree on the offer content with DOSM and Revenue Manager.
 - The Rate (fix or comm.) 房价
 - The communication on the rate: Fixed or comm. / Discount / Upgrade / Value added / Free feature / Book and win
房价沟通：固定价/打折价/
 - Period of validity of the offer
报价有效期
 - Conditions applicable
适用条件
- Prepare a flyer with Marketing and define the quantities according to the area to blitz and the period of validity of the flyer. (2-1 month prior the blitz)
结合市场情况准备宣传单，根据扫楼区域确定宣传单数量及宣传单有效期。（在扫楼前1至2个月准备）

To do with the team on blitz 应做事项

- Pre-meeting to organise to deliver a clear goal for the Sales team of what has to be achieved per day per person during the blitz
召开扫楼前会议，明确传达每个销售人员在每一天应该完成的目标
- A daily debrief with results collection + answers to Q&As + performance analysis + targets review
每日总结汇报会。应包含以下内容：结果收集，问答，表现分析及目标回顾
- A strong follow up action plan: Mailing / Telemarketing / Sales Calls
有效的跟踪行动计划：邮件/电话销售/销售拜访

Sales Kit to provide to the Team on blitz 对扫楼工作提供的销售支持

- Provide each blitz An Area Business Map with the location of the various companies
提供区域商业地图，地图中明确各公司位置
- Zone repartition per person / team
针对个人/团队的区域划分
- A Bavaria Bag
带有巴伐利亚标的袋子
- Sufficient number of promotional flyers
足够的宣传单
- Business cards for all participants
位所有参与行动的人员印制名片
- Others (according to the concept)
其它支持（根据销售理念而定）

Set the actions for follow up. 确立跟踪行动

- Individual Blitz Report with listing of the potential accounts
- 3 days after the blitz
个人销售闪电战报告，列明潜在客户
扫楼后三天内完成
- Enter the potential accounts in a Mailing list
- 1 week after the blitz
将潜在客户列入邮件联系目录
扫楼后一周内完成
- Mailing to organise
- 2 weeks after the blitz

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发送邮件给组织者

扫楼后两周内完成

- Enter the potential accounts in the prospect list to be handled by the sales person in charge of the territory
- 1 week after the blitz

将潜在客户录入潜在客户名单，之后由销售人员负责跟踪

扫楼后一周内完成

- Monitor the results of the blitz 3 months after with the sales person in charge of the territory.
- 3 months after the blitz

在销售人员负责跟踪的三个月后，查看扫楼的成果

扫楼结束后三个月