

	<b>RESOURCE LIBRARY SALES AND MARKETING Site Inspection Standards</b>	<i>CODE:</i> 06.02.012
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**Description描述:**

**OBJECTIVE目的:**

- To ensure the Site Inspection is correctly and perfectly handled by the Sales Person involved.  
负责的销售人员确保准确完美的处理实地考察接待行动
- To ensure that the Site Inspection leads to the confirmation from the guest for one booking and more within the year.  
确保通过实地考察，可以让客人确定一个预定或者在一个年度内的多个预定

**APPLICATION适用于:**

- Each sales person is responsible for the application of this procedure at all steps.  
适用于每一个销售人员

**STATEMENT OF POLICY政策描述**

**Definition定义**

A Site Inspection is a visit of the hotel organised for a potential client, in areas linked to his/her interest.

实地考察是由酒店方针对潜在客户的兴趣点组织的活动

A site inspection is generally less than 5 persons (above it becomes a Fam trip).

通常情况下，实地考察活动应少于五个人（多余五个人的属于考察团）

A site inspection is NOT an ENT only.

实地考察不仅仅是一个请客款待

A Site Inspection is the **strongest sales tool available**, as the potential booker experiences the atmosphere, the space, the quality of the amenities, the level of service, the professionalism of the team and can immediately make his/her choice on either it corresponds to the standards of his/her bookings.

实地考察是一个非常有效的销售手段。潜在客户可以通过实地考察切身的体会酒店的氛围，空间，设施质量，服务水平，团队专业性等情况。这可以让他们根据他们的预订要求快速的做出选择。

It is ideal to link the site inspection with an Entertainment so that the taste / F&B aspects are also tested.

将实地考察与宴请结合在一起是比较理想的。因为通过宴请，客人可以对酒店的餐饮（服务及菜品）有一个认知。

A site inspection needs to be prepared as a bad site inspection could have a long term disastrous effect for the account production.

应该在实地考察前做好相应的准备。因为一个失败的实地考察会在很长时间内影响该客户对酒店收益贡献率。

The Site inspection can be at the early stage of the client decision process, or at the final stage.

实地考察可以在客户决策过程的初始阶段进行，也可以在客户决策过程的最后阶段进行。

First time visit 首次访察  Visit all hotels in the city 访察本城市的所有酒店

Project in mind 项目想法  Project on offer 项目提案  Project confirmed 项目确认

The style of the sales person will therefore have to be different and adapted according to the situation.

As a site inspection is the opportunity for the booker to compare with the other hotels he/she knows, the sales speech must be powerful to give a high value to the product vs the competition, while keeping positive about the competition.

实地考察是客户将我们的酒店与他/她所知道的其它酒店做对比的机会。因此，为了确保我们酒店在竞争中占有优势，销售人员的销售言辞必须有力的体现酒店所提供产品相对于其他竞争者所提供产品的高价值性。

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**Steps and standard policies (applicable for all) 步骤及标准政策（适用于所有人）**

**Encouraging Site Inspections 鼓励现场考察活动**

The site inspection being the most powerful tool to convince a client. Therefore a potential booker must be invited and pulled to visit the hotel at any opportunity and as often as needed. Initiating the offer is also the most powerful as it is an invitation to an experience.

现场考察时说服客户的最有力的销售手段。因此，必须在任何有可能的机会下，尽可能多次的邀请客人来酒店考察。

Client is located in the city: 本市客户	Day and time to be defined according to his diary 根据客人的工作日程确认考察日期和时间
Client is located in the country: 本国但非本市客户	Day and time to be defined according to his schedule of visit of the city 根据客人来本市的时间确认考察日期及时间 A Voucher can be offered to stay in the hotel + Site Inspection 客人住店期间提供优惠券 + 实地考察
Client is located abroad: 国外客户	1. Wait for his/her next trip to the City if no project is pending 如果没有待确定项目，等待客人下一次来本市 2. If there is a project, offer a voucher for a stay, but push for an early date to close the deal first. 如果客人有项目，在客人入住期间提供优惠券，并尽早确认合作事宜

**Objectives of the Site Inspection 现场考察目标**

The client does not know the City 客人不知道本城市	The site inspection should lead to the first bookings in priority of other hotels visited. 应该在客人没有查访其它酒店之前安排现场考察活动，争取获得首次预订
The client does not know the Hotel 客人不知道本酒店	The site inspection should lead to the first bookings 现场考场应该争取获得客人的首次预订
The client has a project in mind 客人脑海中有项目想法	The site inspection should lead to the booking for this project to be received. 实地考察应该争取让客人预订我们酒店
The client has received an offer 客人已经收到项目提案	The site inspection should lead to the confirmation of the project with the hotel 现场考察应该争取确认项目在本酒店举办
The client has a project confirmed 项目确认	The site inspection should lead to the consolidation of the relationship with the booker, while getting new orders (up-selling) and generating new projects 现场考场应该巩固与预订者的关系，争取获得新的订单

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### Preparation of the Site Inspection 现场考察准备工作

Your client is taking some time to come to visit you and has some transportation time (from 15 mn to 8 hours!). He/She deserves that you spend some time to prepare his/her arrival.

为了来酒店访察，客户需要在交通上花费15分钟至8小时不等的时间。他/她值得你花费一些时间为他/她的到来做好准备。

Furthermore, you need to ensure that all is in order from each department when the client comes and to avoid losing time at each steps of the visit. The Client needs to see that there is a strong communication and co-ordination between the Sales and the Operations to feel confident that this booking will be well taken care of.

此外，在客人到达时，确保所有部门相关人员已经就位，以避免在任何一个环节浪费时间。需要让客人看到销售部与所有运营部门之间沟通及合作的顺畅性，这可以让客人增强在店举办活动的信心。

### Few weeks / days prior to the D-Day到达前数周/数天

- Fill the site inspection form to inform the departments and call each of them if they are specific requirements and if they are VIPs. The ideal is to distribute the information 3/4 days prior for the Operations to organise themselves accordingly.  
填写现场考察表发至相关部门并电话告知来访客人是否有特殊要求，是否为VIP。最理想的状态是在客人来访前3至四天将信息发至各部门，以便各部门做好相应的准备
- Fill the voucher request / COMP room request if needed.  
填写优惠券申请/如果需要，申请免费房
- Send the confirmation to the client  
将确认函发给客户
- Send a location map to the client  
将酒店位置图发给客人
- Get the decisions about specific aspects required by the client by the Management (if required)  
如果需要，客人提出的特殊要求需得到酒店管理层的决策
- Inform the persons from the Management who are recommended to be present to impress / flatter / convince the client.  
酒店管理层推荐人选陪同/恭维/说服客人在店消费，做好通知相关人选工作
- Fill in the Site Inspection sheet for reference and communication to the Sales Team.  
填写现场考察检查表供销售团队参考沟通

### 3 days prior to arrival (intl) or day before (local) (国际) 到达前三天/ (本地) 到达前一天

- Call the client to reconfirm the Site Inspection and check  
致电客人再次确认现场考察日程
  - that all is in order  
所有准备工作已经就位
  - which changes should be communicated (date, time of appointment, arrival location, number of persons ...)  
沟通变更项目 (日期, 会见时间, 到达地点, 人数...)

### Day of Arrival到达日

- Check that the allocation of the bedroom is correct (if required)  
如果需要，确认房间分配时正确的
- Check that the concerned departments are informed  
确认已经通知到所有相关部门
- Remind the person(s) from the Management the time of the meeting and the purpose of their presence.  
提醒管理团队人员会议时间及他们出席的目的
- Prepare the file, review the file, prepare the documents,  
准备文档，审核文档，准备文件
- Prepare the give-aways / sales pack  
准备礼品/销售礼包

### 45mn – 30 mn prior to arrival (if HK was not involved in the pre-allocation of the rooms)到达前45分钟-30分钟 (如果客房没有参与房间预分配)

- Get the keys from the Reception  
从前台领取钥匙
- Prepare the best scenario of the trip to the rooms to ensure you do not show lost in your own hotel.

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做好到达客房的路线安排

- Check the rooms : Turn on the lights, open the curtains, check HK is OK ...  
检查房间：打开灯，拉开窗帘，检查客房情况完好

15 mn prior to arrival 到达前15分钟

- Inform the concierge and front desk that you expect a guest as per the Site Inspection sheet. To call you  
通知礼宾和前台，根据现场考察检查单，你正在等待到店访察的客人

10 mn prior to arrival 到达前10分钟

- If a pickup has been arranged, and no call from Concierge has happened, call the concierge to see if they are on the way.  
如果已经安排接送，而且没有收到礼宾的电话。致电礼宾确认他们是都已经在路上

5 minutes prior to arrival 到达前5分钟

- Do not take any important call or enter any meeting that may be long, to be available for the arrival.  
为了确保在客人到达时能够提供接待，不要在客人到达前五分钟拨打重要的电话或者参加一个可能持续时间会很长的会议
- Use this time for your appearance check-up  
利用这段时间检查自己的仪容仪表
- Leave the brochure kit at the concierge.  
将宣传用品放在礼宾台
- Ensure you leave for the site inspection with the file, fact sheets and presentation book.  
确保实地考察时携带酒店相关资料，简介，及展示宣传册
- If client is usually on time, ensure you are waiting in the lobby.  
如果客人按时到达，销售人员应在大堂等候

**Welcoming the guest (Normal site inspection – client with no bedroom booked) 欢迎客人（普通的现场考察-客人不订房）**

- If client is usually on time, ensure you are waiting in the lobby.  
如果客人按时到达，销售人员应在大堂等候
- Offer to leave their coats and bags at the concierge.  
提供将外套及包包寄存在礼宾台的服务
- Offer to sit to start the conversation (warm up + re-evaluation of the situation of the client). This is the time for the client(s) to set up his mind from a 'traffic' mind to a 'Comfort' mind and distress.  
提议入座商谈（热身+重现评估客户情况）。
- Offer a drink (according to the length of time you estimate the warm up phase will be)  
提供饮品（根据预估的沟通准备时间长度而定）

**Before starting the site inspection 开始实地考察前**

- Re-evaluate with the client the reason of the visit.  
重估客人访察的原因
  - First Visit      Check with the client the areas that he is interested in visiting  
首次访察      与客人确认他们感兴趣的访察区域
  - City Visit      1 BR     Club Floor?  
城市访问      2-BR     Club Floor?
  - Project in      Meeting Center会议中心    Offices – Business Center 办公-商业中心  
Mind            Restaurants 餐厅
  - Project            Fitness Center健身中心Roof Top Sports arena屋顶运动区Spa疗养Kids  
项目想法      Club儿童俱乐
  - Project            Show that you know the file and that you have planned to show him the aspects relevant to his  
Offer              request.  
项目提案      向客人显示你已经准备好向客人展示他们想要了解和查看的方面  
                     Explain what you want to show him, what is also available and validate with the client the areas  
                     to visit.

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- Project confirmed  
 项目确认
 

向客人解释你想展示给他的东西，客人在访察期间可以看到并证实你所说的内容  
 Inform that you would like the person to be introduced to colleagues / management on the way.  
 告知客人，将在访察的进程中将客人介绍给酒店的同事/管理层

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### During the Site Inspection 现场考察过程中

The site inspection is a show-round with the aim to highlight the key features and benefits for the client and his/her delegates. It is also a good time to show professionalism in the way of respecting the client + in the type of information provided.

现场考察是一个带领客人参观的过程，目的是通过此过程向客人突出展示酒店的主要特色及优势。此时，也可以通过尊敬客人及向客人提供信息的方式展示我们的专业性。

It is THE time to build the relationship between the product and the client and the sales person and the client.

这是一个建立产品，客户与销售人员之间关系的时机。

### Etiquette (respecting the client) 礼仪（尊敬客人）

- Block the doors of the lifts for the client  
伸手为客人拦住电梯门
- Go out first from the lifts to show the way (Inform them)  
第一个从电梯里走出来为客人之路
- Push the door of the bedroom / restaurant ....enter and keep the door open for the client.  
推开房间/餐厅的门，进入并保持门是开的，以便客人进入
- Adapt your walk speed to the person(s), ie do not go too slow if they are speed and do keep them 2 meters being you.  
将行进速度与客人保持一致。不要慢于客人的行进速度，和客人的距离保持在两米内

### Talks 交谈

- Be friendly, respectful and acting like a guide to a new experience  
恭敬友好，行为举止像与客人一同进行一场新体验的导游
- Always remember to adapt your style according to the experience, hierarchy level of the person  
牢记根据客人的经历，等级调整自己的交谈方式
- Try never to use the hotel jargon. Talk naturally. Don't use the official tone of letters.  
尽量不要使用酒店专业术语。自然交谈。不要使用官方口吻交谈
- Leave the time to people to appreciate i.e. do not always talk but keep some silences for them to explore and ask questions  
给客人留下欣赏思考的时间。也就是说，不要一直说话，适当保持沉默，给客人留些探讨和提问的时间。
- Be specific, talk more about features + benefits (not just features) <=> **Make your client a hero by choosing the hotel.**  
详细介绍，更多的说明酒店的特色+优势<=>让客人觉得，如果他选择我们酒店，他将成为一个英雄
- Avoid talking about common-sense details (lost of credibility)  
避免谈论一些常识性的细节（会失去可信度）
- Adapt the talks to the Segment the client is linked to (a Corporate client will not like to see /hear about the Kids Club)  
调整谈话内容，讨论与客户方相关的部分（公司客户并不像看到/听到儿童俱乐部的部分）

### After the site Inspection: CLOSE 现场考察后:

- Sit Again (if time)  
如果时间允许，再次坐下来交谈
- Offer drink  
提供饮品
- Ask for the feed back about the visit and the feelings about the hotel + if the hotel fits to their requirements and if they will book / confirm / have other projects  
请求客人的反馈信息，询问客人对酒店的感觉。询问酒店各方面是否符合他们的需求，他们是否会预订/确认/在店举办其它的活动
- Answer objections  
回答客人提出的异议
- DO NOT LET THE CLIENT LEAVE WITHOUT HAVING DONE THIS PART. If he /she needs to go, this phase should happen on the way back to the lobby.



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在没有完成这一环节前，不要让客人离开。如果客人需要离开，这一环节应该在回到大堂的路上进行

- Check if the client has met the persons planned to be met (call them on mobile if not yet done)  
与客人确认，他们是否已经见到他们计划约见的人（如果还没有，致电他们计划约见的客人）

**Departure of the client (no bedroom booked) 客人离开（没有预订房间）**

- Do not forget ! Leave a pack of brochures + information  
牢记将装好袋的宣传册+酒店信息宣传页拿给客人
- Ensure you have given your business card  
确保提供你的名片给客人
- Leave the relevant documents in relation with the business  
保存与生意相关的资料
- Order a taxi if needed  
如果需要，预订出租车
- Indicate the way out from the area (Where are you going next?)  
指明出酒店区域路线（您去哪里）
- Accompany the person outside the hotel.  
陪同客人至酒店外
- Do not enter back until the person is out of reach (if the person takes a taxi or a car with driver)
- 如果客人乘坐出租车或有司机开车，不要在客人走出视线之前回到酒店

**Follow up on the Site Inspection 跟踪**

- Send a message 'Thank you for your time' + recap the actions agreed if any maximum one day after  
在实地考察一天后给客人发送感谢邮件并重述达成的方案
- Action on the agreed actions to be taken  
针对达成的方案，采取行动
- Follow up on decision.  
决策跟踪

**Additional 附加**

**Welcoming the guest (client with bedroom booked) 欢迎客人（有预订房客）**

- Help for the check-in  
协助办理入住手续
- Redefine the timing of the visit  
重新确认访察时间

**Departure of the client (bedroom booked) 客人离店（有预订房客）**

- Check that the bill upon check-out is well billed.  
在客人退房时，确认已经打印好账单
- Greet upon check-out  
接待客人，办理退房