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Description描述:

OBJECTIVE目的:

- To ensure that an entertainment is a positive experience for the client.
确保宴请会对客人产生正面的影响
- To ensure that an entertainment is a positive investment for the Hotel.
确保宴请对于酒店是有效的投资

APPLICATION适用于:

- The DDOS or Sales Manager in charge of the department is responsible for the monitoring of the Entertainments (frequency as per quotas, quality of the people met, relevance of the people met in the hotel)
销售副总监或销售经理负责监管宴请活动（根据配额、人员素质，人员与酒店的相关性确认宴请频率）
- Each sales person is responsible for following the policy and standards set by the management for the Entertainments
所有销售人员都应遵守经酒店管理層批准的宴请政策及标准

STATEMENT OF POLICY政策描述:

Definition定义:

An Entertainment is an invitation for F&B testing with a client (breakfast, lunch, dinner, tea time, coffee, after work drink ...).

宴请活动是餐饮试餐的邀请（早餐、午餐、晚餐、茶歇、下班后休闲）

The aim is

目的是

- to show respect to the client who did a physical effort to visit the hotel,
尊重客人
- to sign a hospitality as a host,
表现出作为主人的好客
- to thank the client for his time,
感谢客人抽出时间
- to spend more quality time with the client and get to know him/her better and move on new subjects
与客人共度黄金时间，更好地了解客人，之后谈论新的话题
- to get the client to know the sales person better and strengthen the relationship.
让客人更好地了解销售人员，巩固关系

Who can be invited ?可以邀请谁?

- All clients coming for a site inspection organised by the Sales Office showing a serious potential of business in any of the segments.
为了发展潜在的商业机会，销售人员组织的现场考察
- The level of the invitation (linked to the F&B outlet used) must be in relation with the estimation of volume in the pipeline.
宴请级别应该与预计的消费额挂钩
- The frequency of the invitation is linked to the readiness level of the person and the potential volume of business in the pipeline.
宴请频率应该根据潜在销售额确定

Internal Process / Billing 内部程序/结账

- It is the responsibility of each account manager to identify the best ENT for each contact.
客户经理负责确定最适合于客户的宴请级别
- It is the responsibility of the DDOS or Sales Manager of the department to validate or rectify the level of ENT.
销售副总监或销售经理负责监管或更改宴请级别
- For a planned ENTertainment in the Hotel 对于计划中的在店宴请
 - The account manager must fill the ENT request form, See Annex.
客户经理填写宴请申请表，见附件
 - which will be then to be validated by the DDOS or Sales Manager in charge of the department

- 销售副总监或销售经理审核宴请申请
 - and then agreed by the DOSM,
销售总监批准
 - The account Manager must then
之后客户经理必须
 - Give a copy of the signed form 将签批的宴请申请复印件分发至
 - to the GM. 总经理
 - to the reservations of the restaurant 餐厅预定处
 - to Finance department 财务部
 - The Restaurant will attach the form to the bill, which will be sent to the Finance department and be charged to the Sales and Marketing budget.
餐厅将签批的宴请申请单和账单附在一起，之后交至财务部。此费用将从市场销售部的预算中扣除
- For an unplanned ENTertainment (Walk-in Site Inspection, Last minute invitation ...) in the Hotel.
对于计划外的在店宴请（未经预约的访察，最后一分钟决定的邀请）
 - The Account Manager can invite the client
客户经理可以邀请客人
 - The Account Manager MUST
客户经理必须
 - sign the bill right after the client has left and indicate
客人离开后签署账单
 - ENT (for Entertainment)
宴请
 - Add : Name of the client
标注客人姓名
 - Company Name
公司名称
 - Position of the client
客人职位
 - Reason of the Entertainment
宴请原因
 - The ENT F&B bills are then provided by Accounting to the DOSM for information and/or validation.
财务提供餐饮宴请账单给市场销售总监知晓/审核
 - The Accounting department will charge the Sales and Marketing Budget accordingly.
财务部将相应的从市场销售部预算中扣除宴请费用
 - If the Account Manager fails to sign after departure,
如果客户经理在客人离开后没有签署账单，
 - the restaurant manager has the right to charge the full amount to the city ledger of the Account Manager,
餐厅经理有权将所有消费挂账在相应客户经理名下
 - but it is kindly requested that if the nature of the ENT looked professional, that the restaurant manager
但是，如果看起来是专业的宴请，餐厅经理请
 - calls the sales person to come 致电请销售人员前来
 - sign writes ENT with the name of the person. Accounting will then liaise with the DOSM for explanation and the DOSM will call the Account Manager for validation.
在账单上标注相应客户经理的姓名。财务会联络市场销售总监，市场销售总监找客户经理核实
 - If it happens more than 3 times in a months that a bill was not signed, the DOSM will ask accounting to charge the full amounts to the city ledger of the Account Manager.

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如果一个月內，在同一个客户经理身上发生三次未签宴请账单的情况，市场销售总监将要求财务将所有发生的费用挂账在相应的客户经理名下。

- For a planned Entertainment outside the Hotel. 计划中的酒店外的宴请
 - The Account Manager must
客户经理必须
 - request the authorisation to the DOSM on the ENT form, indicating the approximate amount to be charged
宴请申请表中标明宴请金额上限，并获得市场销售总监的授权
 - request a ***cash advance requisition*** or fill an expense request after the event, with the approved ENT form
填写预付现金申请或在宴请后填写费用报销申请，后附签批的宴请申请表
- For an unplanned ENTertainment outside the Hotel (generally during Sales trips) 计划外的店外宴请
 - The Account Manager MUST
客户经理必须
 - fill the ENT column of the Expense Form and mention the number of persons, names, company, positions, reason of the Entertainment.
填写宴请申请表中的费用栏，并注明人数，姓名，公司，职位及宴请原因
 - Amounts must stay reasonable and in relation with the status of the client for the hotel
宴请金额必须合理
 - It is at the discretion of the DOSM to evaluate the justification of the ENT with the Account Manager.
市场销售总监与客户经理一起评估宴请的理由
- **Cigarettes / Cigars in the hotel 店售香烟!**
 - *Are accepted to be taken as an ENT, if only happening occasionally for the Account Manager.*
在少数情况下，可以作为宴请项目

Hospitality basics招待基础

The Account Manager must 客户经理必须

Management管理层

- Identify the key personnel of the hotel to be introduced to the booker coming for ENT and inform them accordingly to join or just get introduced to the booker, so that the booker feels awaited and more familiar with the members of the hotel.
确定将介绍给宴请客人认识的重要酒店管理层人员。并告知他们需参加宴请还是只是互相介绍认识，以让客人感觉受到重视并更加熟悉了解酒店成员

F&B餐饮

- Check with F&B if the restaurant is not planned to be fully booked. Check with the restaurant prior to the arrival of the client that the table is booked.
与餐饮部确认餐厅是否已经订满。在客人到达前与餐饮部确认已经预订桌位
- Inform the restaurant of the importance of the guest prior to his/her arrival in order to get a special attention during the service if needed.
为确保在服务过程中客人受到特别的关照，在客人到达前告知餐厅客人的重要性
- Inform the restaurant about the time limit of the client if a quick service is needed.
如果需要快速服务，告知餐厅客人用餐的时间限制

Guest Care – Etiquette of an Entertainment.关注客人-宴请礼仪

- Ensure that the guest has the most pleasant or less disturbing view among the persons sitting at the table.
在客人用餐期间，要礼貌的观察客人
 - The client sits down first
客人先入座

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- Always face the client.
总是面对客人
- If there are several person,
如果有几个人参加
 - Ensure you are not alone but have colleagues, managers at the same levels to balance.
确保你也有同级别的同事陪同
 - Ensure the right people face their homologue.
确保座位安排正确合理
- Be alert on the comfort level of the Client during the lunch and quickly and discretely correct any errors of service
在用餐期间留意客人的舒适性，快速谨慎的改正服务过程中的错误
 - Watch for the absentees 等待缺席者
 - In the bar are there thinks like nusts, crisps, olives for the client?
在酒吧，是否需要为客人同坚果，薯片，橄榄？
 - At the restaurant, make sure he has a serviette and bread rolls are on the table.
在餐厅，确保桌上摆放餐巾及面包卷
 - Make sure the client has the right drink.
确保提供给客人的饮品是客人想要的
 - Are mustard, butter, salt, pepper on the table?
桌上是否有芥末、黄油、盐、胡椒？
 - Make sure the glass is not wet and drops do not fall on the client's outfit (if so, ensure there is a paper to absorb the water)
确保玻璃杯干净无水渍（如果玻璃杯上有水珠，用餐巾纸将水珠吸掉）
 - Offer water and wine, it is up to the client to choose
提供水及红酒，请客人自己选择
 - Offer (liquors), tea or coffee and cigars.
提供（酒），茶，咖啡及香烟
- Be aware of the time limit of the guest and act accordingly.
意识到客人有限的时间，根据时间采取相应的行动

A Sales exercise: Keep to business as long as possible (except with Asian and Arabic clients)

尽可能与客户保持长时间的生意合作关系

- Be aware of the F&B customs of the nationality your guest is from to be ready to adapt your style accordingly. For some nationalities, it may have a negative impact about talking business throughout the major part of the lunch as the aim is to become friends before doing business. We understand that each sales person will have the intelligence to discern how each client needs to be taken care of.
知晓到访客人国家的餐饮习惯，以做适当的调整。对于某些国家的人来说，在用午餐期间谈论工作会产生负面的影响。应该在讨论生意之前先变成朋友。我们相信，所有的销售人员都有足够的智慧可以辨别客人希望关注的方面
- Stay a representative of Bavaria Hotels International and act accordingly during the ENTertainment.
应有巴伐利亚国际酒店代表陪同，并在宴请过程中采取相应的行动
- Stay a sales person and open doors for talks on business and have the relevant documents for concrete talks and a notepad for notes.
应该有销售人员陪同并开启生意会谈的大门，在谈到具体内容时应提供相应的文件并携带笔记本做相应的记录
- Ask for business, make people talk about their liking of the hotel, answer objections, close.
请求合作。请客户说明对酒店喜好，回答异议，结束谈话
- Have a give-away ready (thank you for your time)
准备好礼品（感谢客人抽出时间参加宴请）
- Ask the client about his feeling about the hotel, the meal ... to estimate the satisfaction level.
询问客人对酒店的感受及对餐饮的印象，以评估客人的满意度
- Not let the client pay for the meal/drinks

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不要让客人支付用餐/饮品的消费

- Accompany the client up to the entrance door of the lobby
陪同客人至酒店正门
- Follow up on the agreed actions within one day.
在一天内跟踪已经达成一致的行动方案