

	RESOURCE LIBRARY SALES AND MARKETING Property Sales Month-End Report	<i>CODE:</i> 06.02.014
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Description描述:

OBJECTIVE目的:

- Provide GM /CEA and Head-office with comprehensive report reflecting past month performance of the property and key information on profitability, Sales and Marketing activities , competition and Market development
提供完整的报告给总经理/CEA及总部。报告中应体现酒店的主要工作业绩，盈利信息，市场销售活动，竞争及市场发展情况

APPLICATION适用于:

- Report to be collated by DOSM/DDOS and submitted to GM /CDOSM by the 5th of each month.
报告应经过市场销售总监/DDOS的审核，每月5日前递交给总经理/CDOSM

STATEMENT OF POLICY政策详述:

Ensure consistency of reporting at hotels and provide an overview of what has transpired and the future actions planned.
确保报告的一致性，并提供已发生的事情和今后行动计划的概述

Each month a report is completed with monthly budget figures & actual results in the standard format. Hotels need to provide sales narrative, commentary to reflect variances and key actions to support any shortfall in performance.

所有的月结报告应该根据标准格式写明月预算数据及实际结果。酒店方需提供销售概述及相关注释来反映差异，并写明弥补绩效不足的行动方案

On receipt of the monthly data, sales have 4 working days to complete the report and return to their direct report for consolidation before submitting to RDOSM/CEO

在收到当月数据之后，销售人员有四天的时间准备月结报告，并在提交给RDOSM/CEO之前交给直接经理整合

The report must contain 报告内容必须包含:

- Month-End report for past month: Occ/Arr/Revpar/F&B Revenue/ Other Revenue/Total Revenue/ Expenses/GOP
上月月结报告：入住率/平均收益率/客房平均收入/餐饮收入/总收入/花费/毛利润
- 3 month Business-mix and Revenue forecast
三个月的生意及收入预测
- Summary of Completed Sales Activities – per sales manager: Nr. of Tel calls, Appointments, Number of working days
每个销售经理已完成的销售活动摘要。电话销售数量，会见，工作天数
- Summary of Revenue Results per Sales Manager MTD and YTD
每个销售经理月累计及年累计销售收益摘要
- Activity report of KEY activities/ negotiations during the past month (Bulk- units pending/new etc)
上月主要活动/洽谈活动报告
- Updated Rolling Sales Actionplan for past month
跟新上月滚动式销售计划
- Successes
成功
- Challenges
挑战
- Opportunities
机会
- Competitor Activity –Market Occupancy/Arr/Revpar MTD and YTD for 1.Hotels 2.Residences
竞争者活动-市场占有率/平均收益率/月累计及年累计客房平均收入
- Hotel projects
酒店项目
- Future activities for upcoming 3 month- by month

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- 未来三个月，每月活动内容
- Future Events and Exhibitions
未来事件及展会