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SALES PROCESS

The Hotel's Account Manager will:

1. Answer all calls to the Sales Department within 3 rings during business hours.
2. Be conversant about all Hotel products and services and actively promote these in alignment with the individual needs of the customer.
3. Be able to quote, book and conclude a quotation, and be knowledgeable about the Hotel's credit, deposit and cancellation policies.
4. Follow up all sales leads and queries within one business day.
5. Use positive language, convey enthusiasm and listen actively to customer questions and needs, even if a sale does not appear imminent.
6. Ask open questions to determine the full range of the customer's unique interests and requirements.
7. Provide customers with current, clean and complete brochures and information folders reflecting Our Brand excellence and luxury.
8. Customize information folders as appropriate to meet the customer's individual interests and requirements.
9. Establish and record the following customer information at the first point of inquiry:
 - Customer name
 - Company name (if applicable)
 - Address
 - Email address
 - Fax and telephone numbers
 - Preferred means of communication
 - Event type
 - Date(s) and time(s) of event
 - Number of attendees
 - Number and type of rooms required
 - Accommodations required, if applicable
 - Budget
 - Customized requirements and special requests
10. Close the sales interview by:
 - Repeating all information to the customer to ensure accuracy.
 - Checking availability.
 - Offering to make a provisional booking.
11. If unable to confirm availability, offer:
 - Alternative dates.
 - Wait list.
 - Booking in another Conrad Hotel or a Family of Brands hotel.
12. Conclude all interviews by thanking the customer by name for choosing Conrad [city name].
13. Update files upon completion of a sales interview, noting points of discussion, personal details about the client and event, required follow-up activity and dates for further contact with the customer.
14. Carry out all follow-up activity precisely as promised, including personalized correspondence

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15. Individualize proposals to meet the unique needs of customers and to highlight the unique offerings of the Hotel [city name].
16. Send all customers a written proposal that includes a quote and complete event details within one business day of the sales interview.
17. Follow up with a phone call or preferred communication one business day after the customer receives the written proposal.
18. Provide customers complete and seamless service, liaising with other Hotel departments and outside vendors as necessary on their behalf.
19. Following an event, resolve or respond to customer communications or billing inquiries before the end of next business day.

WALK-IN CUSTOMERS

1. Customers who arrive in the Hotel's Sales Office or at Reception without an appointment are introduced to an Account Manager within 5 minutes. Outside of office hours, the Manager on Duty will greet the customer.

With respect to walk-in customers, the Hotel Account Manager will:

1. Give the walk-in customer a complete sales folder from a prepared set that is kept on hand.
2. Answer the customer's questions or conduct a full sales interview, according to the customer's level of interest.
3. Offer to give the customer a tour of rooms and meeting venues, tailored to the customer's requirements.
4. Take the appropriate next step based on the customer's level of interest and sense of urgency.

SITE INSPECTION

1. When the Hotel is not full, 3 guest rooms of different types, preferably on the same floor, are prepared as "show rooms" and blocked each day until 6 p.m. local time.
2. All rooms are illuminated to the appropriate levels in advance of the site inspection.

The Hotel's Account Manager will:

3. Be in the Hotel lobby at least 5 minutes before the scheduled inspection appointment time to greet the customer.
4. Customize the site inspection according to pre-determined customer needs and interests.
5. Explain Hotel's market positioning and unique selling points using features and benefits that match the customer's profile.



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6. Present the customer with a complete, customized sales folder prior to the inspection if the customer has not already received one.
7. Show the customer the relevant event rooms, a selection of guest-room types and key areas of the Hotel.
8. Upon conclusion of the tour, escort the customer back to the Hotel lobby, thank the customer and confirm the next steps in the sales process.

EVENTS

PREPARATION

1. Reserved room(s) are properly prepared to agreed-upon requirements, including room temperature and lighting, at least 30 minutes prior to the scheduled arrival of the host/event planner and/or event.
2. All light bulbs in the event areas must be working properly.
3. The event name and company name, correctly spelled with the accurate logo, are clearly and attractively displayed.
4. The Account Manager is in the Hotel lobby to greet the function host/event planner 5 minutes before the scheduled appointment time.
5. The Account Manager introduces the function host/event planner to the Hotel Employee-in-charge of the event.
6. The Hotel Employee-in-charge discusses and confirms all pre-arranged requirements with the host/event planner.
7. Equipment placement and functionality are checked at least one hour prior to the event; functional difficulties are immediately remedied.
8. A Hotel Employee is on site prior to the event to demonstrate or answer questions about the equipment, including audiovisual, air conditioning and lighting controls.
9. A 'OUR Service' button or dedicated line is set up so that the host/event planner has direct contact when needed with the Hotel Employee-in-charge of the event.
10. A Hotel Employee is at the entrance to the function room 10 minutes before the scheduled start time to greet guests and provide assistance.

SERVICES

11. All details are executed in accordance with the Banquet Event Order.
12. Hotel Employees are informed of events and venues well in advance and are prepared to personally direct guests to their destination.
13. Coatrooms are available near each banquet room and are staffed until the end of the function.
14. Meeting rooms are serviced during breaks, and lunch is refreshed to the original condition.
15. Arriving guests are greeted within 30 seconds with a smile and a welcome.
16. During the event, equipment problems are responded to within one minute.



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17. The guest order is served as per the Banquet Event Order, with no confusion about special orders or substitutions.
18. Tables are served in a clockwise direction beginning with ladies, or as instructed by the organizer or by local practice.
19. All dishes are served at the correct temperature.
20. Servings are portioned consistently.
21. A new course is not served until the previous course has been cleared.
22. Guests do not feel rushed; service continues until Host or local laws designate service to end.
23. The host/event planner's satisfaction is checked at least once during the event and again after it.
24. Upon leaving, guests are graciously thanked for their patronage and wished a pleasant day/evening.
25. Upon conclusion of the event, the accurate guest folio is neatly presented in a Hotel-branded folder and made available to the host/event planner.
26. Upon request, details of all charges are available and can be explained.