

Chapter 3 Outline

The Marketing and Sales Division
Organizing the Marketing and Sales Office
 The Sales Area
 Recruiting and Hiring Effective Salespeople
 Training Salespeople
 Managing Salespeople
 Evaluating Salespeople
 Compensating Salespeople
 Supplemental Sales Staff
Developing the Marketing and Sales Office
 Communication System
 Sales and Marketing Meetings
 Sales Records and Forms
 Filing Systems
The Automated Marketing and Sales Office
 Benefits of Automation
 Additional Applications of Automation
Evaluating the Marketing and Sales Office

Competencies

1. Identify the duties and responsibilities of positions typically found in a hotel marketing and sales office. (pp. 77–85)
2. Describe how a sales office is organized, identify characteristics of successful salespeople that managers should be aware of when building an effective sales team, and describe techniques managers use to recruit, hire, train, manage, and evaluate salespeople. (pp. 85–97)
3. Explain how salespeople are compensated, and describe supplemental sales staff. (pp. 97–100)
4. List and describe typical sales meetings, and identify the types and uses of records and forms, file systems, and reports used in the marketing and sales office. (pp. 100–115)
5. Describe how automation is used in a marketing and sales office, and summarize how the efficiency of the office can be evaluated. (pp. 115–122)



Insider Insights

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“The role of the sales department is vitally important. In order to reach occupancy and revenue goals, our sales office must be organized. Standard operating procedures provide a reference for our sales and catering personnel and are a great tool for training new salespeople. When procedures and policies are clearly defined in writing, communication is improved. Successful selling and a well-organized sales office go hand in hand. It’s the task of the director of sales to coordinate all sales activities so that everyone’s pulling in the same direction. An organized sales office eliminates confusion, saves time, and increases guest satisfaction while maximizing profits.”