

Chapter 6 Outline

What Is Internal Marketing?
Establishing an Internal Marketing Plan
Empowering Employees to Deliver Quality Service

What Is Internal Sales?
The Role of the General Manager in Internal Sales
The Role of Employees in Internal Sales

Internal Merchandising
Guest-Contact Areas
Back-of-the-House Areas

Special Services and In-House Promotions
Special Services
In-House Promotions

Competencies

1. Describe internal marketing and employee empowerment. (pp. 215–221)
2. Define “internal sales” and describe the general manager’s role in internal sales. (pp. 222–223)
3. Summarize the role of employees in internal sales and discuss relationship selling, employee training, how employees can apply sales skills, and employee sales incentive programs. (pp. 223–237)
4. Explain how internal merchandising works in guest-contact and back-of-the-house areas. (pp. 237–241)
5. Describe how special services and in-house promotions can be used for internal marketing and sales efforts. (pp. 241–244)



Insider Insights

Judi Del Ponte
Marketing Manager, Marriott’s Brighton Gardens
Sun City, Arizona

“At the Sheraton Gateway Inn where I worked as a sales manager, we operated with a small sales and marketing staff. But the people behind the front desk played an extremely critical sales role. Front desk agents knew important information about nearly every guest who stayed at our property. They knew what type of room the guest preferred, and whether the guest wanted a special service or convenience such as extra towels or a wake-up call. That gave front desk personnel a tremendous opportunity to make positive impressions that kept guests coming back. I can’t emphasize enough how important it was for our sales staff and the front desk to work as a team.”