



## QUALITY ASSURANCE - COST ENGINEERING Profit Protection Plan - Sales & Marketing

CODE: 12.04.004

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### SALES & MARKETING

PRIORITY	ACTION	COMMENTS	SAVING	ACTION BY	TARGET DATE	COMPLETED
A	<b>REGIONAL SALES OFFICE</b> <ul style="list-style-type: none"><li>Coordinate hotel sales</li><li>Joint sales efforts</li><li>Synergy</li><li>Appoint 1-2 persons to coordinate the sales between the hotels.</li></ul>	<p>The new regional DSM has proposed a new Sales structure. This has been discussed during the GM meeting</p> <p>The structure as proposed, will be implemented.</p> <p>The hiring of additional Sales &amp; Marketing professionals is being planned for conclusion shortly, in order to strengthen our image and to streamline and optimize the Sales &amp; Marketing potential for our hotels.</p>		GM		
B	<b>VERTICAL SALES ORGANISATION</b> <ul style="list-style-type: none"><li>Mind Set</li><li>Owners</li><li>GMs (to support &amp; cross promote their properties)</li><li>Relocation of funds</li><li>Training &amp; education of Sales people</li><li>New Regional S&amp;M Director</li></ul>	To be discussed on regional level		N/A		



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PRIORITY	ACTION	COMMENTS	SAVING	ACTION BY	TARGET DATE	COMPLETED
A	<b>RATE INTEGRITY</b> <ul style="list-style-type: none"><li>Speed in responsiveness must be increased</li><li>No rate reduction, just soft promos</li><li>Added value offers</li><li>Joint mailers (collective offers)</li></ul>	<p>To be applied in all departments!</p> <p>Summer Specials have been issued to all major accounts.</p> <p>Promotions (Family Package, Meeting Package, Summer Special Package).</p> <p>2 version of packages have been established (local and international markets).</p> <p>Various packages have been created.</p> <p>One Destination – Two Choices</p> <p>Meal Exchange (meal plan) between the two properties.</p> <p>Shuttle Bus service.</p> <p>Complimentary use of sister property's recreational facilities.</p> <p>This will be done with all properties, Corporate contracts are planned to be issued again combined for all 4 properties. To be discussed during the next GM Jordan Meeting.</p> <p>Calendars have been distributed.</p> <p>Newsletter "One Destination – Four Choices" has been printed and is being distributed in Europe.</p>	<p>ALL</p> <p>GM/EAM/ FOM</p> <p>GM/EAM/ ALL</p> <p>GM ALL</p> <p>GM GM</p> <p>SALES</p>		IMMED.	



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PRIORITY	ACTION	COMMENTS	SAVING	ACTION BY	TARGET DATE	COMPLETED
A	<b>CRM</b> <ul style="list-style-type: none"><li>Each hotel should establish and maximize their clients Fidelio data base. Clients to be regularly contacted and informed about new promotions, actions &amp; events, openings).</li><li>Corporate Website</li><li>Internet update is necessary.</li><li>E-mails to be the preferred corresp.</li></ul>	1 data base for PROVIDERS (T/O, Corp. PCO'S, Embassies, Associations, Airlines, Government) 1 date base for SLEEPERS (regular guests) Use and training of Intranet Banqueting page to be arranged News ticker and Chef's Recommendation ticker to be updated. Intranet is implemented.		EAM & SALES EAM FOM GM/F&B GM/F&B ALL		
A	<b>DATA ENTRY</b> <ul style="list-style-type: none"><li>Reservation &amp; check-in (Quality of information taken during check-in &amp; check-out is not good enough).</li><li>Pre-reservation registration (prepare pre-registration form out of the computer system in advance and incorporate e-mail on the form).</li></ul>	EAM and FOM to personally check ALL correspondence for the next day's arrival and make the necessary amendments. To check the checked in data in the system and ensure the accuracy/completeness of the information. EAM and FOM to follow-up and ensure accuracy of data. To be entered on the form		EAM/FOM EAM/FOM IT		



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PRIORITY	ACTION	COMMENTS	SAVING	ACTION BY	TARGET DATE	COMPLETED
A	<b>POOLING OF MARKETING FUNDS</b>					
A	<b>JOINT ADDS (Nationally)</b>	This is partly done already. However, it is suggested to ask a designer to come up with about 3 proposals (leisure, meetings/ incentives and general info). All 3 GMs to discuss further.		GM		
A	<b>SPECIAL INTEREST MARKETING</b>	to be discussed further.		GM		
B	<b>ADD ON'S TO SPA GUESTS</b>	Our hotel is ideal for this issue. A mutual agreement with regards to the billing of guests has already been reached and is implemented/ operational.		GM		
A	<b>PR</b> <ul style="list-style-type: none"><li>• Fam Trips for travel agents/Press, etc.</li></ul>	This is already practiced, mostly in co-operation with Tourism Authorities but also the company.		GM		



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PRIORITY	ACTION	COMMENTS	SAVING	ACTION BY	TARGET DATE	COMPLETED
A	<b>PROPERTY MAINTENANCE, SELLING &amp; SERVICE</b> <ul style="list-style-type: none"><li>• Tighten security measures without guests being affected.</li></ul>	<p>A representative of the Tourist Police is currently stationed at the hotel and will assist in case of emergencies.</p> <p>A revised emergency/evacuation plan to be established and circulated. All HODs to revert back to GM with any suggested changes. The final version will be discussed during the next HOD meeting. Date to be set.</p>		GM/EAM/CS		