**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **GROUP SALES BUSINESS TERMS** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M111 |

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| **Policy:**  |
| All hotels must issue contracts and BEO’s with explicit business terms that maximize revenue opportunities, protect the hotel from lost revenue potential and create processes.  |

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| **Objective:** |
| To ensure all hotels are protected from potential cancellation or postponement of revenues by securing contracts with explicit business terms that protect against cancellation, attrition or excessive changes.  |

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| **Minimum Standard:** | **Accountability:** |
| * Contracts: Ensure signed approved contracts or BEOs generated through STS are obtained for every sleeping room or catering event group. Each contract is required to list explicit cancellation & attrition terms.
* SIGNED BEOS: Ensure signed BEO’s are received for all events within 5 business days prior to group arrival. Should the client fail to return a signed BEO within this time period, the hotel reserves the right to cancel the event and release all space
* Payment Methods: The Sales Dept. is responsible for ensuring an approved method of payment is received prior to all group arrivals. All payment methods are subject to GM approval. This includes Approved Direct Bill information, Completed and signed Credit Card Authorization Form.
* Deposit: Local hotel option.
* Cancellation Policy: Establish cancellation policies for all group bookings including sleeping room and Catering events. All cancellation policies should adhere to Hotel standard and must be explicitly listed on all contracts and BEO’s.
* F&B minimum: Local Hotel Option.
* Billing- Sales is designated to produce an event banquet check and give this check to the person responsible for posting all group charges including sleeping room and catering events. Sales responsibility ends with the production of the banquet check with proper billing information. It is NOT the responsibility of sales to ensure invoice is received, or payment is collected.
* Service Charge: Establish and ensure service charges are being charged on all banquet menu items and services. Service charge percentages should be evaluated twice per year during Competitive Assessment analysis.
* Reset Fees – Establish reset fees and policies and list on BEO’s and contracts for all event bookings. This is to prevent from excessive labor for unorganized highly demanding groups Ensure these clauses are on all contracts and BEO’s.
* Thank You letters: Ensure all group contacts receive personalized thank you call or letter-or better yet, both.
 | DOS, GM, Sales Manager, Sales Coordinator,Catering DOS, Catering Sales Manager, Catering Sales Coordinator |