**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **MONTHLY SALES ACTIVITY GOALS** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M118 |

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| **Policy:** |
| **Participants must attain 273 or more points in sales activities recorded in your Sales Tracking System per month in order to be eligible for the quarterly Sales Professional Incentive Program.** |

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| **Objective:** |

To ensure the proficient use of STS in recording all sales activities by every Sales Professional.

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| **Type of Call:** | **Minimum Goal:** | **Definitions:** |
| **TYPE OF QUALIFIED SOLICITATION** | **Minimum Goal Per Month**  **(must make minimum of 273 points per month to qualify for bonus)** | **DEFINITIONS** | |  |
| TELEPHONE/EMAIL SOLICITATION | 120 (1 point per call) | Any solicitation by phone or email to any type of client; existing, new, prospect, lead, etc. | |  |
| OUTSIDE SALES CALL | 40 (3 points per call) | Any outside sales call in person, no matter where it takes place (office, hotel, lunch, coffee, dinner, golfing, networking event, office building, school, chamber after hours, Rotary Luncheon, etc.) | |  |
| SITE VISIT | 8 (6 points per visit) | Person visits the hotel to tour the property | |  |
| **NON-QUALIFIED SOLICITATIONS** |  |  | |  |
| Maintenance call | 0 | Not a sales solicitation. Refers to work associated with servicing a customer | |  |
| Other | 0 | Any other “sales call” that does not fit into another category | |  |