**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **SALES CHECK BOOK** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M104 |

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| **Policy:** |
| **All hotel name Sales offices must keep an up to date Sales Checkbook on the “H” drive.** |

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| **Objective:** |
| To maintain a monthly checkbook of all sales related expenses that will be used during the budget season. This is to keep track of all purchases which are posted against the Sales Department monthly. |

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| **Minimum Standard:** | **Accountability:** |
| * Create 2012 Sales Checkbook on “H” drive * Each expense should be entered with detail to what the expense was for every month. * All travel should be entered, including the objective of the travel. * All hotels will not be able to control the amount of Frequent Flyer/Rewards that are posted, this is determined from the amount used and posted during the month by accounting, however, use an educated guess based on last year’s numbers. * The GM and DOS must use Sales Checkbook budget in forecasting and communicate any adjustments. * The culture is that monies budgeted in sales will be spent in sales. | Director of Sales  Sales Manager  GM |