**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **COMMUNICATION** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M108 |

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| **Policy:** |
| All sales offices must maintain effective, current and consistent communication with the Alliance Hospitality corporate office, hotel managers and hotel associates defined by Alliance Hospitality guidelines. |

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| **Objective:** |
| For sales departments to utilize verbal, written (email) and telephone communications in an appropriate and professional manner, following etiquette on a need to know basis. |

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| **Minimum Standard:** | **Accountability:** |
| To Corporate:   * All communication with corporate office must follow the Chain of Command * E-mail etiquette- All e-mail communications should be written with the notion your message may be read by ownership. * Change VM and e-mail to indicate when you are out of the office during regularly schedule * Utilize Spell Check function for every email sent out.   To Managers:   * DOS to provide sales agenda to GM to include sales actions. * DOS or one representative from sales department must attend daily stand up Meeting, not all sales. * Posted and updated schedules for entire Sales department * DOS or sales team member must communicate all special group requests in writing via group resume or memo to proper departments. Special group requests include but are not limited to: late check-outs, group arrival, meal times, special requests, etc * Utilize Spell Check function for every email sent out. * Email Signature to include: name, phone number, and hotel address. * For Outlook use “bcc” (blind carbon copy) function to prevent chain emails. * DOS & GM to ensure 10-day weekly forecasts are posted and made available to all managers   To Hotel Associates:   * DOS should host or participate in one Front Desk Meeting or training class per month * DOS is responsible for ensuring there is an updated sales resource binder with group resumes, CNR rate sheets, BEO’s, package information and any other relevant information * It is the responsibility of the DOS to communicate any corrective actions needed for their respective departments to the department leader i.e.Dirty floor in lobby, employee out of uniform, poor customer service, etc. * Utilize Spell Check function for every email sent out. | GM, DOS, Sales Manager’s, Sales Coordinator’s, Catering DOS, Catering Manager’s, Convention Services Manager, Banquet Services Manager.  Segmentation Action Plans, STS Reports, Sales Office Audit |