



REMINGTON

Director of Sales & Marketing Orientation Week 1

DAY 1

KNOW YOUR SALES LEADERSHIP ROLE AND PROPERTY

8:00 AM	GM	Welcome! <ul style="list-style-type: none">• Review week one schedule with DVP and GM via conference call
8:30 AM	BOARD	Participate/Understand Flow of Meeting
9:00 AM	Ops Stand Up	Attend Operational Stand-Up Meeting for Introductions
9:30 AM	HR	New Hire Paperwork and HR Overview
12:00 PM	Lunch & Learn Session	GM Office Logistics and In-House Time Commitments <ul style="list-style-type: none">▪ MOD Program and Schedule▪ B.O.A.R.D. Meeting▪ Weekly Sales Meetings▪ Weekly Staff Meetings▪ DOSM/Team Member One-on-One Meetings▪ Daily BEO Meetings▪ EC Meetings▪ Revenue Meetings▪ Ecommerce Meetings Accountability, Expectations and Rewards <ul style="list-style-type: none">▪ Sales Team Deployment▪ Booking Solicitation Goals<ul style="list-style-type: none">• Outside Calls• Entertainment/Sites• Telephone Prospecting• Revenue Booking Goals▪ YTD Sales Team Performance Review- activity and revenue▪ Action Plans – Quarterly and Monthly (SMART)▪ Inquiry Schedule – Take No Messages▪ SMSP & Competitive Set Review

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2:00 PM	Technology & Work Space	Administrative Assistant <ul style="list-style-type: none">• Confirm all systems access, telephone/voicemail set-up
2:30 PM	Property Tour & Sales Insight	Group Sales Managers <ul style="list-style-type: none">▪ POD 'Point of Distinction' – How to incorporate into property site visits and maximize impact▪ Location – Close Attractions & Demand Generators▪ Attributes and distinguishing characteristics of the property - How to use them to close business▪ Property Tour
4:00 PM	Office Time	Review Day One Items & Prepare Questions/Follow-Up
5:00 PM	Wrap Up Session	GM - Day One Complete! Questions/Feedback



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DAY 2

8:30 AM	BOARD	Participate/Understand Flow of Meeting
9:00 AM	Ops Stand Up	Participate/Understand Flow of Meeting
9:30 AM	Reservations Supervisor & Revenue Analyst	<ul style="list-style-type: none">▪ What is required from Sales Managers in the booking process?▪ Overall BAR strategy midweek vs. weekend▪ Daily Detail Report▪ Cut Off Dates & Tracking▪ Group Pick-Up Report▪ Revenue Management Reports
10:30 AM	Front Office Manager	<ul style="list-style-type: none">▪ VIP Guest - Process▪ Local Transportation – Process▪ Service Score Review▪ Special requests
11:30 AM	Lunch	Available Sales & Catering Managers
1:00 PM	Controller & Accounts Receivable	<ul style="list-style-type: none">▪ Direct Billing Procedures▪ Credit Applications▪ Credit Card Authorizations▪ Acceptable Forms of Payment▪ Purchase Orders▪ Expense Reports▪ Signing Privileges in Outlets
2:00 PM	Food & Beverage Director	<ul style="list-style-type: none">▪ VIP Amenities▪ Outlet Hours of Operations/Capabilities▪ Special Group Requests - Process

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DAY 2

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|----------------|------------------------------|--|
| 3:00 PM | Executive Housekeeper | <ul style="list-style-type: none">▪ Review Service Scores▪ Lost & Found▪ Show Rooms/Site Inspection Preparation▪ Room Type Review |
| 4:00 PM | Chief Engineer | <ul style="list-style-type: none">▪ Tour Back of the House▪ MOD items – fire panel, security, shift changes, etc... |
| 4:30 PM | Office Time | Review Day Two Items & Prepare Questions/Follow-Up |
| 5:00 PM | Wrap Up Session | GM - Day Two Complete! Questions/Feedback |



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DAY 3

8:30 AM	BOARD	Participate/Understand Flow of Meeting
9:00 AM	Ops Stand Up	Participate/Understand Flow of Meeting
9:30 AM	Executive Chef	<ul style="list-style-type: none">▪ Special Menus and Pricing – process/timing▪ Additional group WOW factors (ice sculpture, watermelon, etc.)▪ Communication Best Practices
10:30 AM	Banquet Manager	<ul style="list-style-type: none">▪ Function Space Review▪ Turn Times▪ Communication Best Practices
11:30 AM	Lunch	Available Sales & Catering Managers
12:30 PM	Sales Manager 1	One on One Meeting
1:30 PM	Sales Manager 2	One on One Meeting
2:30 PM	Sales Manager 3	One on One Meeting
3:30 PM	Sales Manager 4	One on One Meeting
4:30 PM	Office Time	Review Day Two Items & Prepare Questions/Follow-Up
5:00 PM	Wrap Up Session	GM - Day Three Complete! Questions/Feedback



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DAY 4

8:30 AM	BOARD	Participate/Understand Flow of Meeting
9:00 AM	Ops Stand Up	Participate/Understand Flow of Meeting
9:30 AM	Catering Sales Manager 1	One on One Meeting
10:30 AM	Catering Sales Manager 2	One on One Meeting
11:30 AM	Catering Sales Manager 3	One on One Meeting
12:30 PM	Lunch	Available Sales & Catering Managers
1:30 PM	Competition	Property Tours & Counterpart Introductions with GM
4:30 PM	Office Time	Review Day Four Items & Prepare Questions/Follow-Up
5:00 PM	Wrap Up Session	GM - Day 4 Complete! Questions/Feedback



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DAY 5

8:30 AM	BOARD	Participate/Understand Flow of Meeting
9:30 AM	Ops Stand Up	Participate/Understand Flow of Meeting
10:30 AM	Competition	Property Tours & Counterpart Introductions with GM
12:30 PM	Lunch	Competition Lunch & Set Discussion with GM
2:00 PM	Office Time	Review Week One & Prepare Questions/Follow-Up
4:00 PM	DVP Conference Call	Review Week One Schedule with DOSM & GM
5:00 PM	Wrap Up Session	GM - Day Five Complete! Questions/Feedback