



# REMINGTON

## Director of Sales & Marketing Orientation

### Week 2

### DVP on Property

#### DAY 1

Monday night DVP Arrival - Dinner between DVP and DOS

#### DAY 2 - Sales Leadership

8:30 AM	BOARD	Participate/Understand Flow of Meeting
9:00 AM	DVP	<b>Remington Vision</b> <ul style="list-style-type: none"><li>• Guiding Principles</li><li>• Five Drivers</li><li>• Organizational Charts</li></ul>
10:00 AM	DVP	<b>Sales Leadership</b> Deployment, Assessment, Accountability, Expectations and Rewards <ul style="list-style-type: none"><li>• BOARD</li><li>• One on Ones</li><li>• Weekly Sales Meetings</li><li>• Recruiting/Interviewing/Hiring</li><li>• Performance Review Process- 120 day and Annual Reviews</li><li>• How to manage an underperforming team member- Counseling and Performance Improvement Review</li><li>• Sales and Catering Goals</li><li>• Solicitation Goals and Expectations</li><li>• Incentive Plans</li><li>• Pinnacle Club</li><li>• Group Booking Policy</li></ul>
12:30 PM	Lunch with DVP & GM	
1:30 PM	Office Time	Review Day Two items and Prepare Question & Follow Up
2:30 PM	DVP	<b>Reports</b> Access, Understand and Learn How to Utilize Key Reports <ul style="list-style-type: none"><li>• Delphi /SFA- Pace Reports, Solicitation Reports, Booking Reports, Status Change (<i>customize for each brand/system</i>)</li><li>• GRC</li><li>• Catering Reports</li><li>• Preferred Account Monthly Report, RFP Pricing Report</li><li>• Weekly Report</li></ul>



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### DAY 3 - Remington Best Practices

8:30 AM	BOARD	Participate and Understand Flow of Meeting
9:00 AM	DVP	<b>Sales Training</b> Remington, Brand and Property Sales Training <ul style="list-style-type: none"><li>• Pinnacle Training</li><li>• Brand Training</li><li>• SMART Pack</li><li>• Shop Calls- Expectations/Training</li></ul>
10:00 AM	DVP	<b>Sales Must Do List</b> Brand Specific Checklist to Drive Revenue and Market Share <ul style="list-style-type: none"><li>• Maximize Brand Resources</li><li>• Maximize Exposure on E-Channels</li></ul>
12:00 PM	Lunch with DVP and Sales Team	
1:00 PM	DVP	<b>Continue Sales Must Do List</b> <ul style="list-style-type: none"><li>• GM Owns &amp; Drives the Revenue Engine</li><li>• Selling Smart</li></ul>
3:00 PM	DVP	<b>Revenue Meeting</b> Review Flow of Meeting, Preparation, Key Reports to Utilize, Pricing Strategies, Displacement Analysis, SSG
4:00 PM	Revenue Team	Participate in Revenue Meeting



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### DAY 4 - Tools and Resources

8:30 AM	BOARD	Participate and Understand Flow of Meeting
9:00 AM	Sales Team	SMART Pack Training Exercise with Sales Team
9:30 AM	DVP	<b>E-Commerce</b> Review Role of E-Commerce Manager, Review Media Plan, Review Website, Photography, Current Online Presence and Opportunities
10:30 AM	Revenue Team	Participate in E-Commerce Meeting
11:30 AM	DVP	<b>Tools &amp; Resources</b> Learn how to Access and Utilize Tools Available to Support Your Sales Efforts and Drive Market Share <ul style="list-style-type: none"><li>• HIS</li><li>• Travel &amp; Trade Show Schedule- How to Prepare &amp; Execute</li><li>• Blitz Schedule- How to Prepare &amp; Execute</li></ul>
12:30 PM	Lunch with DVP	
1:30 PM	Office Time	Review Day 4 and Prepare Questions & Follow Up
2:30 PM	DVP	<b>Continue Tools &amp; Resources</b> <ul style="list-style-type: none"><li>• Agency 360</li><li>• Demand 360</li><li>• Market Segment Training Guides</li><li>• Quarterly Action Plans</li><li>• Introduction of Marketing Plan</li></ul>



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### DAY 5- Develop and Execute a Plan to Drive Market Share

<b>8:30 AM</b>	<b>BOARD</b>	<b>Participate and Understand Flow of Meeting</b>
<b>9:00 AM</b>	<b>DVP</b>	<b>The Revenue Driver</b> Understand the Hotel's Current Position, Establish Goals, Develop Strategy and Execute <ul style="list-style-type: none"><li>• Star Report</li><li>• Optimal Mix Goals</li><li>• Market Segment Definitions</li><li>• Key Strategies</li><li>• RPI Goals</li><li>• Budget</li></ul>
<b>12:00 PM</b>	<b>DVP and GM</b>	<b>Wrap Up</b> <ul style="list-style-type: none"><li>• Review Week of Training and Follow up Expectations</li><li>• Determine Appropriate Mentor Based on Needs</li></ul>