REMINGTON

Director of Sales & Marketing Orientation
Week 3 and 4
On Property
January 27, 2014

Goal of weeks 3 and 4 is for the DOS is to settle into a routine of internal and external property meetings.

Below is a list of focus areas:

> Daily Board Meetings
> Revenue Management Weekly Calls
> E-Commerce Weekly Calls
> Key Account Introduction- with Sales Mangers
> Sales calls with Sales Managers
> Weekly calls with Sales Managers
> Weekly call with DVP of Sales and General Manager
> Evaluation of the current and out Month Booking Progress
> Significant commitment of time focused on Brand training and certification as required (This could be up to 20 hours a week for Marriott CITY)

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Director of Sales & Marketing Orientation
Week 5
3 Day Visit from the DVP of Sales
January 27, 2014

Monday night DVP Arrival-Dinner between DVP and DOS

DAY 1

8:30 AM	Sales Board Meeting Smart Pak Training
9:00 AM	Operations Stand Up
9:30 AM	Sales Marketing Game Plan Review-Including Optimal Mix
11:00 AM	Sales Managers Monthly Action Plans
Noon	Lunch
1:00 PM	Sales Call with Key Account
3:00 PM	Review Team Compensation and Incentive Rewards
4:00 PM	Recap and Daily follow up

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3 Day Visit from the DVP of Sales

DAY 2

8:00 AM	Recap of Prior Day
8:30 AM	Sales Board Meeting
9:00 AM	Operations Stand Up
9:30 AM	1:1 with Sales Managers, DOS and DVP
Noon	Attend Industry Luncheon (if Possible)
1:30 PM	Staff Assessment
2:30 PM	E-Commerce Call
3:30 PM	Review Month End Reports
5:00 PM	Wrap UP

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Director of Sales & Marketing Orientation
Week 5
3 Day Visit from the DVP of Sales

DAY 3

8:00 AM   Sales Board Meeting

9:30 AM   Operations Meeting

10:00 AM   Brand Revenue call

11:00 AM   30 Day Action Plan

Noon

1:00 PM   Introduction to Brand Contacts

2:00 PM   Review Available Training Courses

3:00 PM   Wrap up and 60 Day Plan

Director of Sales & Marketing Orientation
Week 16
2 Day Visit from DVP

Focus of trip is to conduct 120 day review- coach for any areas of concern and conduct Sales Audit to identify any processes that need improvements.
Normal Property Visit