



## New Hire Training Schedule- Marriott SALES MANAGER

PREPARED FOR: \_\_\_\_\_

DAY ONE [Date]	Notes:	Completed :
Meet DOS for Tour of Sales Office Space		
B.O.A.R.D – meet entire Sales Team. Observe to Understand Flow of Meeting		
Operational Stand Up – Attend with DOS – meet EC		
Meet with HR for paperwork, nametag, and any outstanding New Hire items.		
AM - Office Intro – meet with DOS to review the following:		
<ul style="list-style-type: none"> <li>● Office Hours, Office access [keys or codes]</li> </ul>		
<ul style="list-style-type: none"> <li>● Training agenda and goals</li> </ul>		
<ul style="list-style-type: none"> <li>● Office Supplies needed, Business Card Status</li> </ul>		
<ul style="list-style-type: none"> <li>● In Box/Out Box</li> </ul>		
<ul style="list-style-type: none"> <li>● Phone – Transferring/Voicemail/Change Greeting – how to answer properly</li> </ul>		
<ul style="list-style-type: none"> <li>● Shared Drives – Hotel (G Drive) + Remington (Google Drive)</li> </ul>		
<ul style="list-style-type: none"> <li>● Log-ins and Passwords : MGS, Workstation, CI/TY, Outlook/Gmail, MARSHA or Fosse</li> </ul>		
<ul style="list-style-type: none"> <li>● Remington Portal</li> </ul>		
<ul style="list-style-type: none"> <li>● Inquiry Sheet</li> </ul>		
<ul style="list-style-type: none"> <li>● Incoming Lead Response</li> </ul>		
<ul style="list-style-type: none"> <li>● Lead Source Logins + Passwords: CI/TY oe SFAWeb, Cvent/CVB, Hotel Planner, + any additional used.</li> </ul>		
<ul style="list-style-type: none"> <li>● Shop (Test) Calls – sign forms, expectation</li> </ul>		
LUNCH w/ DOS [review GM expectations of this position] MOD Shifts, Lobby Ambassador, Remington 5 Drivers and 5 Guiding Principles		
PM - Meet with DOS to review Sales Manager expectations:		
<ul style="list-style-type: none"> <li>● Sales Team Deployment + Market Segmentation</li> </ul>		
<ul style="list-style-type: none"> <li>● Discuss Sales &amp; Catering Goals- sign group or preferred goal</li> </ul>		
<ul style="list-style-type: none"> <li>● Review &amp; Sign Group Booking Policies</li> </ul>		
<ul style="list-style-type: none"> <li>● Discuss Catering Free-Sell Policy</li> </ul>		
<ul style="list-style-type: none"> <li>● Life of a Contract – inception to consumption [reference flowsheet]; SSG exceptions, Discuss Turnover Procedures</li> </ul>		



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<ul style="list-style-type: none"> <li>Property Tour – Walk the entire hotel to see rooms + space, front of house and back of house. Respond to Property Specific Questions</li> </ul>		
<ul style="list-style-type: none"> <li>Hotel Binder Information – Resources &amp; Tools</li> </ul>		
Meet with Sales Coordinator/CSM to review the following:		
<ul style="list-style-type: none"> <li>Group Resumes</li> </ul>		
<ul style="list-style-type: none"> <li>VIP Guest and amenities</li> </ul>		
<ul style="list-style-type: none"> <li>Meeting Room capacities, space options...</li> </ul>		
<ul style="list-style-type: none"> <li>Catering Menus</li> </ul>		
<ul style="list-style-type: none"> <li>Audio Visual – what we have in house, what we outsource and vendors we use.</li> </ul>		
<ul style="list-style-type: none"> <li>Blocking Rooms + Space appropriately – discuss Double/Double limitations if applicable.</li> </ul>		
Meet w/ DOS to Recap Day, ask questions, prepare for Day 2		
<b>DAY TWO [Date]</b>	<b>Notes:</b>	<b>Completed :</b>
Meet DOS for Breakfast in Hotel Restaurant [if applicable]		
B.O.A.R.D – Observe to Understand Flow of Meeting + participate		
Continue Meeting with DOS to review Sales Manager expectations:		
<ul style="list-style-type: none"> <li>Weekly Sales Meeting</li> </ul>		
<ul style="list-style-type: none"> <li>Pinnacle Sales Training</li> </ul>		
<ul style="list-style-type: none"> <li>Booking Solicitation Goals: Outside calls, Site Tours, Appointments/Entertainment, Phone Prospecting</li> </ul>		
<ul style="list-style-type: none"> <li>Quarterly Action Plans</li> </ul>		
<ul style="list-style-type: none"> <li>Booking Goals – monthly, quarterly, annual expectations</li> </ul>		
<ul style="list-style-type: none"> <li>Sales Incentive Plan – Bonus Structure</li> </ul>		
<ul style="list-style-type: none"> <li>Pinnacle Club – Sales Incentive Trip</li> </ul>		
<ul style="list-style-type: none"> <li>Sales Audit – Files, Binders, PCI Compliance, etc.</li> </ul>		
<ul style="list-style-type: none"> <li><b>Brand Tools Available:</b> Marriott Global Source- schedule online tutorial, CI/TY or SFWeb- register and review training plan for certification, E-Tools, Brand Essentials/e-proposal, Account Link in MGS, Marriott Sales Organization, Sales &amp; Revenue Mgt Standards, Marriott Rewards. Use New Leader Sales Training Plan guide.</li> </ul>		
Meet with Front Office Manager to review the following:		
<ul style="list-style-type: none"> <li>Room Type availability and limitations</li> </ul>		
<ul style="list-style-type: none"> <li>VIP rooms or Executive Rooms/Floors; How to VIP a guest</li> </ul>		



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<ul style="list-style-type: none"> <li>• Checking availability</li> </ul>		
<ul style="list-style-type: none"> <li>• Making a reservation, checking a reservation, adding comments to a reservation, blocking showrooms</li> </ul>		
<ul style="list-style-type: none"> <li>• Importance of communicating special requests</li> </ul>		
<ul style="list-style-type: none"> <li>• Group Masters – how FD uses this info</li> </ul>		
<ul style="list-style-type: none"> <li>• Service Scores</li> </ul>		
<ul style="list-style-type: none"> <li>• Hotel Shuttle Service – capacity, hours, range, scheduling, frequent requests + local attractions [if applicable]</li> </ul>		
<ul style="list-style-type: none"> <li>• Local Transportation in area aside from shuttle + airport transportation</li> </ul>		
LUNCH w/ Sales Coordinator/CSM -review best practices		
PM - Meet with Accounting to review the following:		
<ul style="list-style-type: none"> <li>• Acceptable Forms of Payment</li> </ul>		
<ul style="list-style-type: none"> <li>• Direct Billing Procedures + Credit Application Form</li> </ul>		
<ul style="list-style-type: none"> <li>• Credit Card Authorizations/CI/TY Electronic authorization</li> </ul>		
<ul style="list-style-type: none"> <li>• Purchase Orders</li> </ul>		
<ul style="list-style-type: none"> <li>• Expense Reports</li> </ul>		
<ul style="list-style-type: none"> <li>• Signing Privileges in Outlets [if applicable]</li> </ul>		
Continue Meeting with DOS to review Sales Manager expectations:		
<ul style="list-style-type: none"> <li>• Selling your Hotel: value proposition of hotel, point of distinction, location [what is nearby – businesses and attractions], selling the staff and service</li> </ul>		
<ul style="list-style-type: none"> <li>• Prospect Accounts/Flat Lists</li> </ul>		
<ul style="list-style-type: none"> <li>• Knowland/Insight – how to access and how to use as a prospecting tool</li> </ul>		
<ul style="list-style-type: none"> <li>• Review Top Accounts for Hotel</li> </ul>		
<ul style="list-style-type: none"> <li>• Review Top Accounts in Market</li> </ul>		
<ul style="list-style-type: none"> <li>• Review Top Defector Accounts we want back</li> </ul>		
<ul style="list-style-type: none"> <li>• Prospecting Training: [where to look + who to call on + who to ask for + what questions to ask [reference worksheets and saturation plan doc.]</li> </ul>		
Meet with Coordinator/Admin for CI/TY or SFAWeb Training – review standards & procedures + basics on building groups, blocking space, looking up accounts, existing bookings, and past bookings.		
Office Time – call + email Comp Set Hotels to set up site visits.		
Meet w/ DOS to Recap Day, ask questions, prepare for Day 3		



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DAY THREE [Date]	Notes:	Completed :
B.O.A.R.D Meeting – Sales Office		
Office Time – continue to call + email Comp Set Hotels to set up site visits, CI/TY or SFAWeb training		
Meet with DOS to review to discuss Revenue Management:		
<ul style="list-style-type: none"> <li>● What is required from Sales Manager</li> </ul>		
<ul style="list-style-type: none"> <li>● Transient Mix vs Group; Optimal Mix/Marketing Plan</li> </ul>		
<ul style="list-style-type: none"> <li>● Overall BAR Strategy midweek vs. weekend</li> </ul>		
<ul style="list-style-type: none"> <li>● Dat reports from MRDW</li> </ul>		
<ul style="list-style-type: none"> <li>● Review SSR packet for that week</li> </ul>		
<ul style="list-style-type: none"> <li>● Historical Data/STR Report</li> </ul>		
<ul style="list-style-type: none"> <li>● Group Cut off Dates- review Room Block Audit Report</li> </ul>		
<ul style="list-style-type: none"> <li>● CI/TY or SFAWeb Business Evaluation/GPO and SSG exceptions</li> </ul>		
<ul style="list-style-type: none"> <li>● Cost effective ways to have Groups book – Res-link, e-rooming list, quick group</li> </ul>		
LUNCH w/ GM - Discuss 5 Drivers in more detail and where hotel currently stands. Discuss Sales Manager Goals and Career Path		
Attend BEO Meeting on applicable day		
PM - Meet with Food & Beverage Manager to review the following:		
<ul style="list-style-type: none"> <li>● Outlet Hours of Operations/Capabilities</li> </ul>		
<ul style="list-style-type: none"> <li>● Banquet Contribution vs. Outlets to Food Profit</li> </ul>		
<ul style="list-style-type: none"> <li>● Why we don't waive room rental for more F&amp;B</li> </ul>		
<ul style="list-style-type: none"> <li>● Timeliness of receiving information to be able to accommodate requests for functions requiring f&amp;b</li> </ul>		
<ul style="list-style-type: none"> <li>● Process for producing a banquet event in the kitchen</li> </ul>		
<ul style="list-style-type: none"> <li>● What banquet staff looks for in a BEO [expectations]</li> </ul>		
<ul style="list-style-type: none"> <li>● Turn times for rooms</li> </ul>		
<ul style="list-style-type: none"> <li>● Meeting Room capacities for different scenarios</li> </ul>		
<ul style="list-style-type: none"> <li>● F&amp;B minimums</li> </ul>		



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<ul style="list-style-type: none"> <li>• Food costs – buffet vs. plated + minimum and maximum requirements for groups</li> </ul>		
<ul style="list-style-type: none"> <li>• Procedures for Specialty Menus and Pricing</li> </ul>		
<ul style="list-style-type: none"> <li>• VIP Amenities</li> </ul>		
Meet with DOS to Review Target Markets and Comp Set:		
<ul style="list-style-type: none"> <li>• Review a SWOT form that can be completed when touring Comp Set</li> </ul>		
<ul style="list-style-type: none"> <li>• What sets us apart from Competition</li> </ul>		
<ul style="list-style-type: none"> <li>• Who do we lose most business to and why?</li> </ul>		
<ul style="list-style-type: none"> <li>• How to sell against competition</li> </ul>		
<ul style="list-style-type: none"> <li>• Market Overview</li> </ul>		
<ul style="list-style-type: none"> <li>• Demand Generators</li> </ul>		
<ul style="list-style-type: none"> <li>• CVB + Additional Resources</li> </ul>		
Office Time – Continue w/ CI/TY Training and finish setting up appointments for Comp Set Site Tours		
Recap day with DOS		
<b>DAY FOUR [Date]</b>	<b>Notes:</b>	<b>Completed :</b>
B.O.A.R.D Meeting – Sales Office		
Office Time –Start Brand Online Training [if applicable] and Systems Training		
Meet with DOS to review to discuss SELLING:		
<ul style="list-style-type: none"> <li>• TY pricing a quote- BE and Selective selling guidelines</li> </ul>		
<ul style="list-style-type: none"> <li>• Tools for quoting guestroom rates, meeting room rental, f&amp;b minimums: SR availability, SSGs, GRC, STR, SSR packet</li> </ul>		
<ul style="list-style-type: none"> <li>• Review Revenue Budgets vs. Actuals from P&amp;L</li> </ul>		
<ul style="list-style-type: none"> <li>• 5 steps of selling: qualification, Presentation, ASKING FOR THE SALE, Overcoming Objections, Closing and Follow Up.</li> </ul>		
LUNCH w/ Chief Engineer + Executive Housekeeper - Discuss Service Scores, Frequent Guest Issues or Recurring Issues. Most common issues from Sales that we could improve. Proper and preferred ways to communicate issues to each of their departments.		
Attend Staff Meeting on applicable day		
Competitive Set Site Tours – Hotel #1, Hotel #2		



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Recap Day with DOS		
Stay at hotel overnight to experience as a guest [can be done any day this week – pending availability]		
<b>DAY FIVE [Date]</b>	<b>Notes:</b>	<b>Completed :</b>
B.O.A.R.D Meeting – Sales Office		
Competitive Set Site Tours – Hotel #3, Hotel #4, Hotel #5		
LUNCH on own		
PM – Office Time		
<ul style="list-style-type: none"> <li>Continue CI/TY or SFAWeb training, Systems Training and brand on-line training through myLearning</li> </ul>		
<ul style="list-style-type: none"> <li>Begin Calling + Emailing existing accounts and bookings to introduce yourself</li> </ul>		
<ul style="list-style-type: none"> <li>Review Week 1 with DOS</li> </ul>		
<b>CONGRATULATIONS... you have completed your first week!!</b>		
Expectations for following Week:		
<ul style="list-style-type: none"> <li>Have a schedule and plan to complete and certify in CI/TY or SFAWeb:</li> <li>Check Guest Room and Function Space</li> <li>Build Opportunities, quotes and enter Solicitations(activities)</li> <li>Familiar with Property Function Space and Room Types</li> <li>Understand Features and Benefits of the property</li> <li>Understand expectations for office procedures and sales achievements</li> <li>Have met Operations Team members and understand their role with Sales</li> <li>Knowledge of the different organizations that work with us to book the hotel</li> <li>Have Developed a Flat List of Target Accounts with a plan to pursue them</li> <li>Knowledge of quoting room rates, food and beverage and meeting room rental</li> <li>Able to effectively prospect</li> </ul>	<ul style="list-style-type: none"> <li>Knows the 5 basic selling steps and questions to ask on a sales call</li> <li>Has seen at least two of our competitors</li> </ul>	