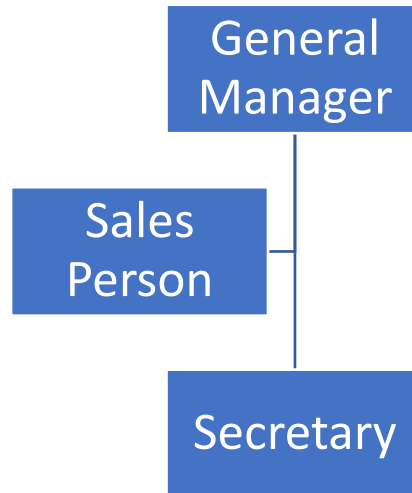


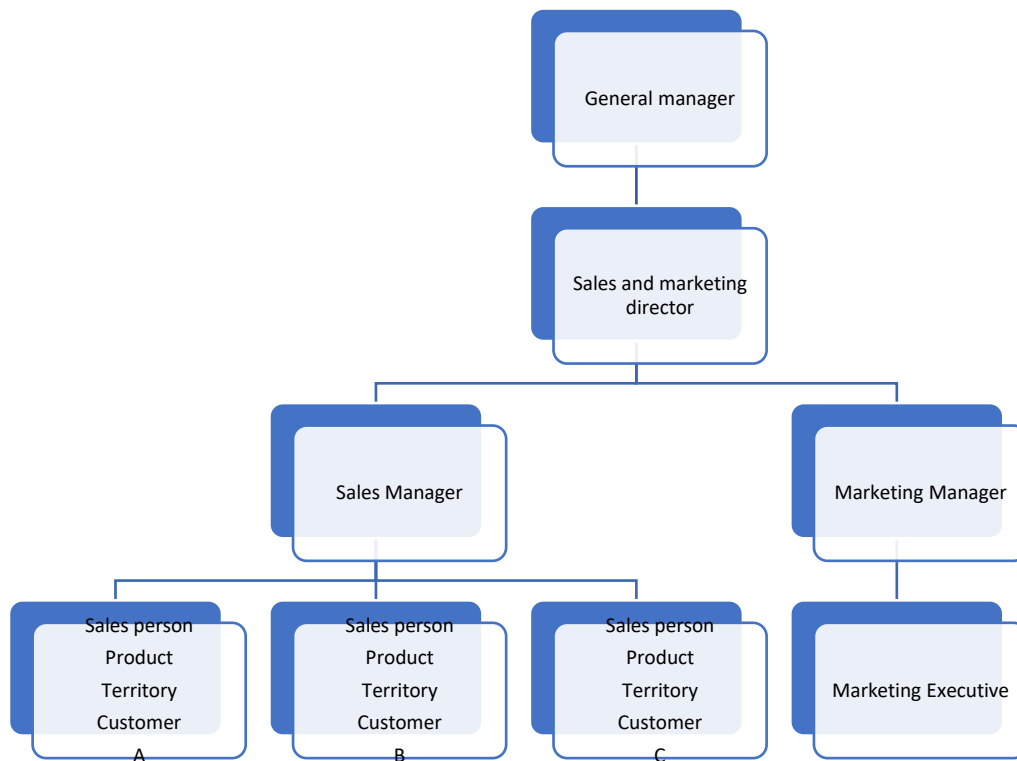
## Chapter 2 Organizational structure of sales department.

### 2.1 Structure of sales department.

#### Organization Chart for Marketing and Sales Personnel for a Small Property:



#### Organization Chart for Marketing and Sales Personnel for a Large Property:



## 2.2 Role of director of sales

The **Sales and marketing** team has a substantial influence on the profitability of the business. Director of sales in the **hotel** is **responsible** for maximizing a **hotel's** revenues by developing programs to increase occupancy and make profitable use of its accommodation, meeting and leisure facilities.

1. Responsible for executing the marketing plan.
2. Works closely with the director of marketing in a large property or with the marketing committee when the size of the hotel doesn't justify the position of director of marketing.
3. In charge of sales office and supervisor of sales staff.
4. Handling key accounts, assisting the sales people when required.
5. Prepare a sales report for top management.

## 2.3 Functions of various personnel in sales department

### ➤ **Functions of director of sales:**

#### 1. Co-ordination with the top management:-

A good sales manager works closely with the general manager and other department heads, often on a weekly basis, to ensure that all the sales needs of the property are being met.

#### 2. Administering a sales support system:-

A good sales office needs an efficient filing system written policies and procedures and an effective paper flow of correspondence. It is up to the director of sales to ensure that all the sales systems are operating smoothly or that needed corrections are to be made.

#### 3. Training the sales staff:-

The director of sales is often responsible for initial training of the sales staff. It is up to the director of sales to identify the weak areas of the staff and make sure they are corrected

#### 4. Setting sales targets :-

A good director of sales determines specific target clients in each market segment & ensure that the sales calls are tailored to meet the needs of potential clients. The DOR also evaluates business potentials & steers the sales staff to curative areas.

5. Evaluating sales process :-

It is up to the DOR to have a written sales plan with definite goals in order to measure progress.

6. Evaluating sales procedure:-

The prime job of sales office is to sell, & all the non selling functions (such as sales meetings, time travel. Etc.) should be analyzed to be certain that they are kept at minimum. Eg- eliminating of non-productive sales meeting to make time available for selling.

Communication of the sales staff with the management is with regards to the problems to be arbitrated ensuring that the sales office runs smoothly.

➤ **Functions of sales manager:-**

1. In small properties this position is similar to Director of Sales, whereas in large properties sales manager has to report to the DOS.
2. Assigning territories or accounts to the sales person.
3. Monitoring progress of the sales person.
4. Handling his/her own accounts. (duties may vary depending on size of the property.)

➤ **Functions of assistant DOS :-**

1. The position serves as a chief guide to the DOS.
2. Manage sales office.
3. Handle his/her accounts.
4. Supervise sales staff.
5. If the sales office is headed by sales manager this position is called as assistant sales manager.

➤ **Function of sales representative:-**

1. Backbone of the sales organization
2. Responsible contacting, soliciting and providing follow up service to clients.
3. Classical staff is responsible for all sales paper work.