

Chapter 4 Internal Sales

Role of Employees in Internal Sales

INTERNAL SALES

Several sales activities engaged in by various employees of a property in conjunction with program of internal merchandising to promote additional sales and guest satisfaction.

The main objective of interpersonal sales is to increase sales by promoting effective guest employee relationships.

Purpose

The overall purpose of internal marketing, is to ensure that all company employees understand that they need to cooperate fully to satisfy customers requirements in order to achieve the corporate objectives. How a company works with its customers in identifying, anticipating and satisfying their requirements is fundamental to obtaining and retaining their customer and money.

Customer Satisfaction is the most important gadget which makes an organization survive and face the competition. The concept of internal marketing is the most upcoming topic which creates attention amongst the researchers. It has been seen that in hotel industry it is the customers who make the hotel industry grow or vanish. The customers are first key persons who give the business but the internal customers i.e. the employees are the pillars who make the business grow and prosperous. So a close eye on internal marketing of these valuable customers is most essential.

PROMOTING INTERNAL SALES

Management can encourage in 3 ways

Provide environment for guest – employee relation

Instill pride (recognize value of employee and their position)

Provide training that encourages employees to become more helpful

ROLE of EMPLOYEES in Internal SALES

Many employees make guest contact while they are in hotel. Employees are encouraged to make good rapport with customer to get their repeat business. It is specially important to build guest loyalty to avoid losing even a small part of your current guest base to competitors

Relationship Selling:

Building guest loyalty by creating, enhancing and maintaining a relationship with the guest. Example guest profiles, Hotel employees (room attendant)

There are several ways for properties to learn more about their guests so they can build relationship with them. One common method is the use of guest profiles. Other way is get information from staff.

Employee Training:

Employee Training: should be included in number of areas that will enable employees to assist guest and build rapport.

Knowing the property – Employees are encouraged to study the property fact book in order to get good knowledge about the property. If they are prepared to answer guests questions effectively it will help them build rapport with guests.

knowing the community – It is important to be aware of the area surrounding the hotel and places of interest in the area. Employees can promote such things to their customers.

Interacting with the guest – Positive interaction with guests is crucial to making a good impression and generating repeat business. Whenever possible call guests by their name or surname. For example Mr. Adam Levi or Mrs. Kumar etc.

learning sales skills – Sales skill employee to make most of sales opportunities in their particular area of guest contact.

Using names, handling complaints, upgrading, suggestive selling, cross selling (front office, F & B sales personal)

Employee Incentive program

Employee incentive program can be very effective means of motivating employees to sell and of tracking sales results.

Here employees are rewarded in various ways of their extra selling efforts.

When developing incentive programs management should realize that while incentive in form of cash , merchandise or tips are often used to motivate employees.

ROLE of management in Internal SALES

Hiring sales oriented employees

Motivating employees to sell

Ensure that everyone understands that the customer is king and that they ultimately provide the money for their salaries.

Delegate responsibility so that individuals understand and can take a pride in their contribution.

Ensure people are properly paid for the level of their responsibilities.

Ensure that company objectives are disseminated to all levels and are understood.

Be open to, and encourage employee's ideas for improvement, and efficiencies.

Encourage discussion and invite criticism.

Ensure that training, and opportunities for advancement, promotion and career development are available for the workforce at all levels

Reservation department electronic and telephoning sales:

Despite the variety of tools at our disposal, most people tend to rely on email and telephone communications for business. There has been a misconception that the popularity of the phone has declined with the advent of email. However, one need only look at the near ambiguity off the mobile phone to understand that's not the case. Phone calls having declined, they have just been supplemented by email. As a result, rather than picking up the phone for every conversation, we are more selective about who we need to speak with, how a gently, and for what purpose.

Email on the other hand tends to be used freely for everything from a brief reply to a lengthy, detailed saturated dispatch. Whether you are a diehard talker or a committed emailer there is a preferable method for every sales conversation. To a certain which method best suits the task at hand, consider which will accomplish your goals in the shortest amount of time.

Email-s is a Good Choice:

1. Keeping records of the communications:

It will be beneficial to have a digital record of the specific conversation, delivery of a document, or email agreement to apprise or a project email is an effective tool.

2. Keeping track of details:

The old saying, "the devil is in the detail". It is an apt description for those pesky but off and critical important part of the transaction, project plan, or contract. By capturing those details in an email, you reduce the risk of overlooking something important and you create a record for others to refer to.

3. Follow-Up:

One of the most important use of email, especially after meeting or speaking with the new prospect of customers. This simple step allows you to continue the dialogue with your customer and communicate your enthusiasm, organisational capabilities and project management skills.

4. Provide status updates and minutes: Email makes it very simple to provide a brief status updates on activities and projects, easily keeping colleagues, managers and customers in the loop.

Phone is a good choice:

1.Sensitive subjects or details:

It's tempting to rely on email to avoid a difficult conversation, but often personal touch and ability to respond immediately to a complaint or a concern is the best way to solve the problem.

2. Email Overload:

When too much email all too many details start flowing, it's easy to lose track of conversation. Sometimes a brief phone conversation is needed to cut through the inbox clutter.

3. Tone:

Sometimes you need to hear what the other person isn't saying. Most of us have learned the hard way that sarcasm doesn't always translate well by email. There are times when it's important to hear the voice inflections, passes or even silence that a phone call can reveal.

4. First Impression:

When you're in introducing yourself, your company or your proposal and face-to-face interaction

isn't possible, or phone call is the next best way to make a good first impression. No matter how well written or engaging your email content, it similarly cannot deliver the same experience.

5. Clarity:

When you need to review details or actions outlined in writing, the phone is a better choice. A few minutes by phone to work through a document or plan allows both the parties to provide additional details or clarity on the subject.

As a business communicator, we have become very apt at assigning certain tools to specific situations in order to maximise our time. Email allows more flexibility and is an excellent method for recording your communications. Phone conversations allow your personality to shine through and offer a sense of immediacy. Whether you prefer the personal touch of a phone call or the convenience of email, the real challenge is to choose the best tool to convey the right message and influence the desired outcome.

Selling Techniques:

Upselling:

Upselling is the process of selling a more expensive version of the service or product your customer is buying. The methods you use to upsell need to be handled with a degree of delicacy. The timing, tone, and regularity with which you upsell is the key to the success of your efforts. You don't want to seem pushy so treat it as an exercise in awareness rather than a sales pitch. Make sure guests know what options are available to them but let them initiate any further interest.

Reservation is an effective way to increase revenues, but a very few front desks or reservation staffs are trained to use upgrading techniques.

Three main techniques for upselling are :

Top Down method – Guests are encouraged to reserve middle or high rate room.

Rate category alternative method – If a guest can't afford high room rates, guests are encouraged to select middle rates range rooms.

Bottom up method – If guests can't afford high rates and middle rates, guests are encouraged to buy low rates rooms.

Upselling is a very successful marketing technique as you already have the potential customer's interest, meaning that you do not have to start from the scratch in order to attract a new one. When it comes to hotels the most appropriate upselling technique you can adopt is related to Room upgrades. Once your potential guest is going through the decision process and already choosing and evaluating his options regarding your accommodation you can be smart and make him spend more than planned. It is at this exact point that you need to be quick and offer extras or special discounts on room upgrades, breakfast Choices or additional services. If you missed that chance, you missed the chance to earn more from a booking. When the customer is ready to choose the room, he will be very prompt to choose a better one if promoted to him as a unique limited time offer.

In order to be able to offer multiple choices to your website visitors, you need a well-developed booking system and that will allow you to present comparison and availability tables. When you give the opportunity to your website visitor to choose more than one room in order to make a comparison, he will also be able to see your offer (by your end that will be upselling technique, while by his end that will be luck) And potentially bring you back more revenue than the initial one. The

customer will think that this was his lucky day as he got the opportunity to get and save on a room where a better view, for instance and you will have succeeded in making him spend more than

SUGGESTIVE SELLING

It is a process of influencing guest's purchase decision through use of sales phrases. All employees can practice these techniques to increase sales volume.

Example – food server can suggest drinks and specials before dinner.

The practise of influencing a guest's decision Through the use of sales phrases. Almost any employee can use this sales technique in most areas of the property. Suggestive selling maybe used in all of the properties food and beverage outlets, a host may inform guests of the Special of the day after greeting them, of food server may suggest a cocktail before dinner, an appetiser, the special of the day, or a desert, a bartender may suggest a speciality drink. The power of suggestion is also a good way to introduce new menu items, Promote low overhead food items and increase the server's tip base.

The food server can follow the guidelines for suggestive selling:

1. Avoid asking questions that require a yes or no answer.
2. Suggest in specific terms

Suggestive selling can also be used in other revenue centres at the property. The health club attendant may suggest a relaxing massage after a workout.

Cross-Selling Techniques for Hotels:

The cross selling market case is even easier to adopt then the previous one. In that case the guest is already in your premises, which means that one by or another you already have some information regarding his interest, age, gender etc., this information allows you to adopt a more personalised approach, which translates to a more successful approach. If you cross sell effectively, you can double your revenue from each guest as it's already proven that travellers tend to spend more while on vacation as they want to try new things while at the same time get away from their routine.

The best cross selling technique for hotels is to rely on the in-house services and products available. Having tennis court, spa and wellness centre, fashion or souvenir store, Water sports equipment is the planning is right Hotel can attract a great number of gas. In case a small hotel with you in house activities, one can still cross sell by collaborating with nearby restaurants, stores or activity centres but before cross selling the hotel has to firstly educate the staff about every single activity in the hotel and secondly consider every guest characteristics before bombarding him or her with irrelevant services To him or her example one must not propose a discounted French manicure to a man or a one day fishing trip to go to a woman. Be precise and careful while converting.

Overall with the right management of your services and the right tools you can make every room reservation turn into a whole group of purchases performed from your guests, induced by you. Although the guest do not want to be approached as revenue generators, they love to spend. Especially while on vacation.

Cross-selling is the process of selling an additional, supplementary product or service to complement the product or service your customer is buying. Offering incentives in the form of additional

products or services may just be the thing that gets your guest to confirm a booking. Think added-value items like a free massage, or a local tour.

Use media in one area of the property to promote a different area of property

Example –

Display card in a specialty restaurant may advertise special offers at coffee shop or Bar or another specialty restaurant. Information through posters or brochures at front office may promote SPA or health facilities. Employees working at one restaurant may suggest guest to take advantage of another restaurant or facility in the property.

Sales promotion Tools:

Personal Promotion: Include sales calls both telephonic and in person and sales promotion letters to introduce prospective guests to restaurants.

In house Promotion: Ranges from coupons and contest two drawings and special events. Creative promotion not only generates additional business, but also helps to build a guest goodwill and word of mouth referrals.

Popular in-house sales promotion tools include games and contests, specials or special discounts, special occasion's clubs, guess gift certificate, sampling, food festivals and other special events.

Coupons: Are a popular way to offer discount, Introduce new items or boost sales of a particular item example pizza offers by dominoes.

Premiums: Are items that are given away free or sold at cost. Most successful premium promotion in walls a series of items given out over multiple purchase one item at each visit. Example McDonald's happy meal.

Sweepstakes, Games and Contests: Exciting ways to generate interest and build Business, and are even more effective if they require multiple results. Example scratch cards, luck draw etc.;

Specials or Special discounts:

Early bird discount, discount to senior citizens, student and military persons offering free meals to children dining with their parents.

Other promotional tools could be special occasion's clubs, gift certificate, sampling, food festival and other special discounts.

Outside Promotion: Falls into two categories paid advertising and supplement promotion.

Paid advertising in the form of newspapers, magazines, direct mail and so on and broadcast.

Supplement promotion includes use of sales material discount coupons, flyers, offers a giveaway And so on and promotional pieces such as newsletters.

Example: having the chef write a weekly column for food section of your local newspaper.

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Special Promotions

In restaurants they use recipe card, postcard depicting brings and souvenir menus. Promotional items especially T-shirts, have become popular - a number of restaurants especially themed ones realise a large percentage of revenue comes from the sale of souvenirs. Example Hard Rock Cafe.

INTERNAL MERCHANDISING

Merchandising is any practice which contributes to the sale of products to a retail consumer. Use of guestroom guest service directories, restaurant and cards, lobby display cards, elevator cards or posters, bulletin boards and other promotional items to promote the facilities and services offered.

INTERNAL MERCHANDISING is the use of guest room services directory , Restaurant tent cards , Elevator posters , Bulletin boards and other promotional items to promote the property's facilities and services.