

# SELLING WITH A SYSTEM. SIHOT.SALES

Every guest leaves traces ... you only need to read them.

## Power in Selling

This module actively supports your sales team. Each activity, sales opportunity and contract entered by a sales person is assigned to a project. This provides detailed performance records for staff as well as comprehensive analysis of the expected revenues.

Furthermore, SIHOT.Sales helps you to find your guests' traces, setting the foundation for intensive guest relations and a choice of services, distinguishing your property from the competition. As a result, you will be able to achieve successful sales and long-term liaison with your guests.

## Sales Navigator

This tool was developed especially for the sales staff, in order to record, track and streamline all sales actions. From calling up a client record to planning appointments, weighting sales opportunities or setting up contracts – all functions are easily accessed with this dialog.

## Sales Opportunities and Contract

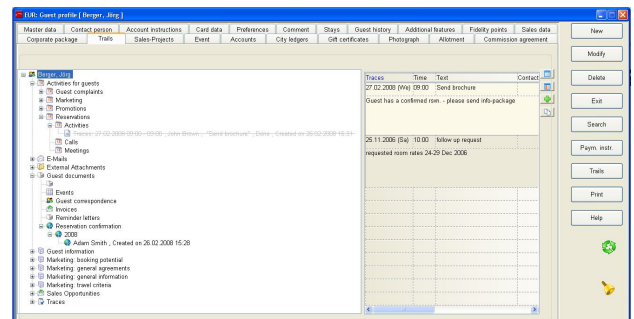
Recording and documenting your sales opportunities ensures a methodical and organised working approach. The results of a successful negotiation are recorded in a contract, which is available to all those concerned immediately.

## Sales Project

Every client contact is linked to a project, which lets you monitor and track the progress and success of your marketing strategies.

## Activities

Every activity has a date and reminder attached. This ensures that no appointments are missed and follow-ups become an easy routine. All activities can be synchronised with your Outlook calendar.



## Sales Data

Set precise targets for key-accounts and compare these figures with their actual performance. For further distinction, set different targets for different contacts. Assigning a sales person creates an even more dynamic guest and client index.

### **Logbooks and Analysis**

Monitor and rate the performance of your team by means of detailed log books. Sophisticated sets of analysis compare targets and actual figures, establishing well-founded forecasts for the future.

### **Sales Rack**

The sales rack enables sales and reservations staff to determine rates quickly and efficiently, whilst giving scope for negotiation. The overview shows the different rates available in the system in relation to hotel occupancy. Consequently, SIHOT.Sales can significantly contribute to increasing your revenue. Even complex rate structures are easily managed with the sales rack, helping staff to offer each guest the optimal rate.

### **Guest Documents and Correspondence**

Every document produced for a guest – printed or electronic - can be saved, e.g. mailings, confirmations of reservation, invoices, and also banqueting contracts. Additional documents may be added by drag & drop. E-mails are filed in Microsoft Outlook as they are sent or received. The complete correspondence is now at your fingertips. Since every paper can be reproduced easily, there is no need to retype. Using date functions, you may set reminders or follow-up requests.

### **Guest Features**

Save all the information that is important to your business, such as hobbies, interests, and memberships, even the results of the guest questionnaire. Use the features as a tool to understand your customers and analyse your market. Additionally, the sales team can store their own data – additional fields for features such as “company size” and “sales potential” are especially useful in company and agency records.

### **Guest Selection**

The guest selection tool lists guest profiles according to an almost infinite combination of parameters, which you can define for your own specific purposes. Use the same list to enter guest features within the profiles. Or use selected records to create mail shots in letter or e-mail form, which again can be stored in the guest's profile, with a reminder if required.

### **Your Advantages at a Glance**

- >> modern sales management and control – automate your sales force
- >> complete record keeping in one software
- >> Outlook integration
- >> targeted mail shots and follow-up activities directly with the guest