E&A Trends

[tɪmz]® - Training Implementation & Monitoring System (Hotel)

Dear User,

Welcome to E&A Trends' *"Training Implementation & Monitoring System"*, short: [tɪmz]®. This system will help you with the implementation of concepts and follow up after you and your team have attended any of E&A Trends' sales & marketing workshops.

[tɪmz]® is easy to navigate and offers its users an effective approach to making your day-to-day work more efficient while keeping an eye on the time-lines established for certain tasks in addition to verifying the competency levels of your team's performance.

As a first step, input the names, job positions and levels (see attached sheet for position & level pairing) of all those who attended one of E&A Trends' workshops. Once that is done, the system will automatically populate all relevant worksheets with the names and position levels of the various sales personnel.

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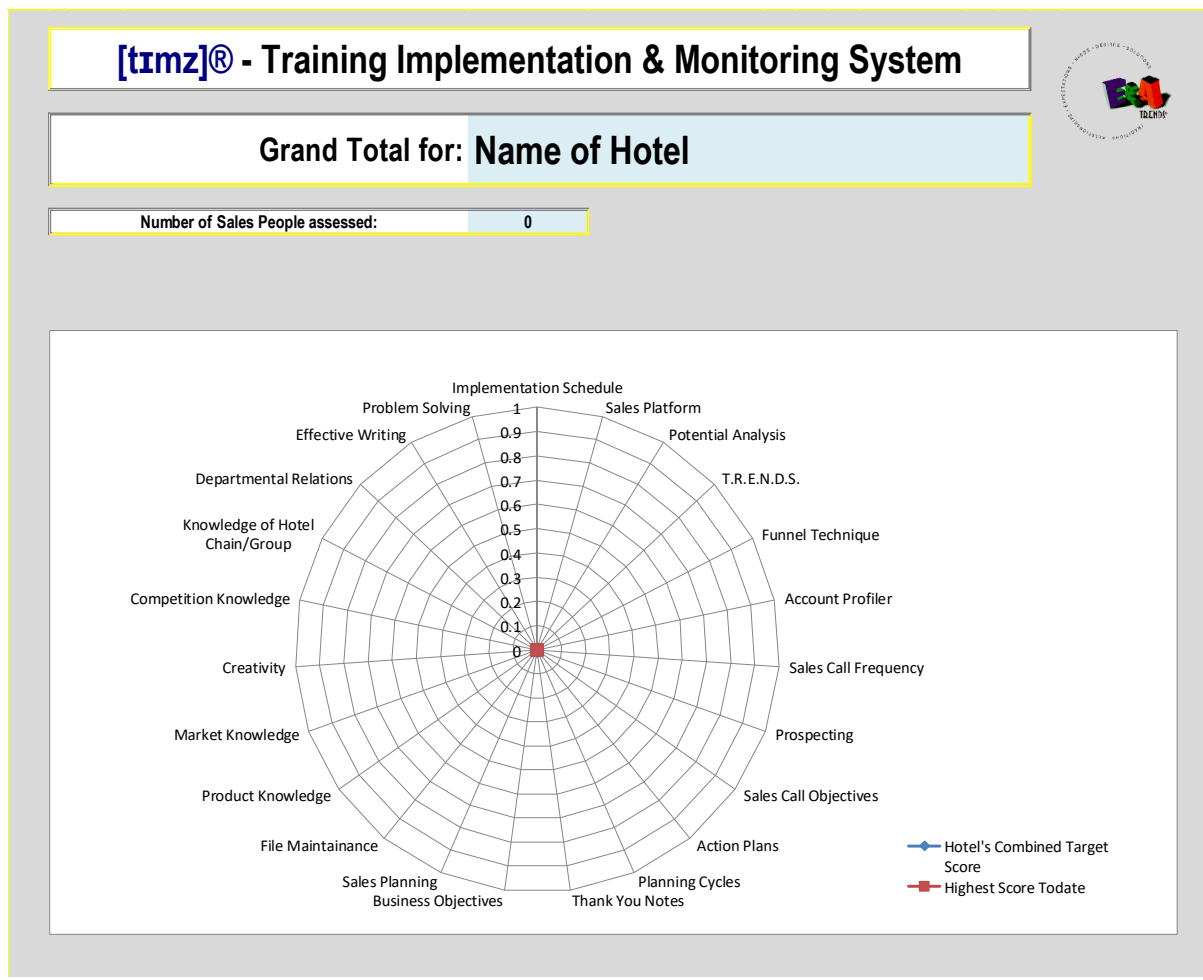|			
Hotel Name:	**Name of Hotel**		

This is first month of implementation/review of all competencies. Normally this is the month the first training was attended.

First Assessment Month:	April-15	Initial Training Dates from / to:	0-Jan-00	to	0-Jan-00

Please fill in the dates of the initial sales training dates.

	Name	Position	Level	Score Achievement %
1	Name of Sales Person		0	#DIV/0!
2	Name of Sales Person	Job Title	0	#DIV/0!
3	Name of Sales Person	Job Title	0	#DIV/0!
4	Name of Sales Person	Job Title	0	#DIV/0!
5	Name of Sales Person	Job Title	0	#DIV/0!
6	Name of Sales Person	Job Title	0	#DIV/0!
7	Name of Sales Person	Job Title	0	#DIV/0!
8	Name of Sales Person	Job Title	0	#DIV/0!
9	Name of Sales Person	Job Title	0	#DIV/0!
10	Name of Sales Person	Job Title	0	#DIV/0!
11	Name of Sales Person	Job Title	0	#DIV/0!
12	Name of Sales Person	Job Title	0	#DIV/0!
13	Name of Sales Person	Job Title	0	#DIV/0!
14	Name of Sales Person	Job Title	0	#DIV/0!
15	Name of Sales Person	Job Title	0	#DIV/0!
16	Name of Sales Person	Job Title	0	#DIV/0!
17	Name of Sales Person	Job Title	0	#DIV/0!
18	Name of Sales Person	Job Title	0	#DIV/0!
19	Name of Sales Person	Job Title	0	#DIV/0!
20	Name of Sales Person	Job Title	0	#DIV/0!

The Score Achievement Percentage comes from within the system once the review has been done for the different sales people.

The combined Score Achievement Percentage for all sales people is mentioned here and graphically shown for all competencies on the next sheet.

Department Overall Score Achievement %	#DIV/0!

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EDUCATION & ADVISORY: TRADITIONS, RELATIONSHIPS, EXPECTATIONS, NEEDS, DESIRES, SOLUTIONS

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Grand Total Graph:

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Grand Total for: **Name of Hotel**

Number of Sales People assessed:	0

Legend:
- Hotel's Combined Target Score
- Highest Score Todate

After every review of an individual sales person or the entire team, this sheet shows the updated and overall Grand Total for all sales people under review, their combined level of achievements in the various competencies and where the *Target* and *Final Scores* currently are (based on the different position levels).

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Grand Total Worksheet:

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Hotel: **Name of Hotel**

First Month: **Apr-15**
Numer of Sales People: **0**

#	Competency	Description	Hotel's Combined Target Score	# Months Since Training	Highest Score Todate	Target Scores Achieved after # of Months	Score Achievement %	Month 1 Apr-15	Month 2 May-15	Month 3 Jun-15	Month 4 Jul-15
1	Implementation Schedule	The Implementation of all 'Tasks' related to 'Client Management Through Creative Selling' must be completed for each Sales Person within six (6) months of attendance of workshop.	0	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
2	Sales Platform	All current and potential clients must be grouped by Sales Platform definitions: 'Key Client', 'Key Prospect', 'Niche Client', 'Suspect' and 'Telemarketing Client'.	0	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
3	Potential Analysis	The Sales Department must have valid 'Potential Analysis' or 'Selection Criteria' for each main segment, such as 'Corporate', 'Wholesale', 'MICE' and 'Airline', making allowances for different criteria. Each 'Key Client' and 'Key Prospect' file must have a hard copy of a filled-in 'Potential Analysis' inside the file. The initial updating of all 'Key Clients' and 'Key Prospects' as well as some selected 'Niche Clients' with the 'Potential Analysis' must be completed within six (6) months of workshop attendance.	0	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
4	T.R.E.N.D.S.	The Sales Person must be very detailed in identifying 'T.R.E.N.D.S.' for all 'Key Clients', 'Key Prospects' and some selected 'Niche Clients' using the 'Account Profiler' (inside workbook) as a guide.	0	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
5	Funnel Technique	The 'Funnel Technique' should be used to identify the 'Decision Making Process' (DMP) by enquiring about the 'Background & Structure' of a company, 'Who is involved in the decision making process' of choosing hotels, 'Budgets', 'Timings' of current and future events as well as which hotels are being used and why.	0	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
6	Account Profiler	Account Profilers for 'Key Clients', 'Key Prospects' and some selected 'Niche Clients' must be updated on a monthly basis.	0	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!

While the Total Graph gives a graphical representation of the overall achievements and final expected score for the team, the Grand Total Worksheet shows the monthly as well as overall combined scores for each competency.

The 'Score Achievement %' fields for this worksheet have a red background until the 'Target Score' (based on individual's job level) has been achieved. The 'red' background will then automatically turn 'green'. At the same time, the system will also show after how many months the 'Target Score' for the individual competencies has been achieved.

INDIVIDUAL SALES PERSON'S REVIEW INPUT WORKSHEET:

| 1 | Name: | **Name of Sales Person** | | | | | | Hotel: | **Name of Hotel** | | | | | | | | |

			Sales Person's Target Score	# Months Since Training	Highest Score Todate	Target Score Achieved after # of Months	Score Achievement %	Month 1 Apr-15	Month 2 May-15	Month 3 Jun-15	Month 4 Jul-15
1	Implementation Schedule	The Implementation of all 'Tasks' related to 'Client Management Through Creative Selling' must be completed for each Sales Person within six (6) months of attendance of workshop.	FALSE	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
2	Sales Platform	All current and potential clients must be grouped by Sales Platform definitions: 'Key Client', 'Key Prospect', 'Other Buying Client', 'Prospect' and 'Telemarketing Client'.	FALSE	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
3	Potential Analysis	The Sales Department must have valid 'Potential Analysis' or 'Selection Criteria' for each main segment, such as 'Corporate', 'Wholesale', 'MICE' and 'Airline', making allowances for different criteria. Each 'Key Client' and 'Key Prospect' file must have a hard copy of a filled-in 'Potential Analysis' inside the file. The initial updating of all 'Key Clients' and 'Key Prospects' as well as some selected 'Other Buying Clients' with the 'Potential Analysis' must be completed within six (6) months of workshop attendance.	FALSE	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
4	T.R.E.N.D.S.	The Sales Person must be very detailed in identifying 'T.R.E.N.D.S.' for all 'Key Clients', 'Key Prospects' and some selected 'Other Buying Clients' using the 'Account Profiler' (inside workbook) as a guide.	FALSE	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
5	Funnel Technique	The 'Funnel Technique' should be used to identify the 'Decision Making Process' (DMP) by enquiring about the 'Background & Structure' of a company, 'Who is involved in the decision making process' of choosing hotels, 'Budgets', 'Timings' of current and future events as well as which hotels are being used and why.	FALSE	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!
6	Account Profiler	Account Profilers for 'Key Clients', 'Key Prospects' and some selected 'Other Buying Clients' must be updated on a monthly basis.	FALSE	0	0	#DIV/0!	#DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!	0 Score / Score % #DIV/0!

This is the review input sheet. The reviewer of the sales person's *Client Files* and/or *Performance Standards* inputs the achieved grade *(1 = very bad to 5 = very good)* into the relevant month for each of the competencies. E&A Trends recommends reviewing the performance and files (Key Accounts & Key Prospect files only!) of each sales person once a month. The file load normally doesn't exceed 50 files maximum. Of course, not all files need reviewing and although, all files should be presented, the reviewer would only sample 4 to 5 different files of her/his choosing.

The 'Score Achievement %' fields for this worksheet have a red background until the 'Target Score' (based on individual's job level) has been achieved. The 'red' background will then automatically turn 'green'. At the same time, the system will also show after how many months the 'Target Score' for the individual competencies has been achieved.

If you have any further questions, please do contact us and we would be more than happy to assist.

Thank you for choosing E&A Trends for your training needs.

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[tɪmz]® - LEVEL CLASSIFICATION

LEVEL 5
Director of Marketing
Director of Sales & Marketing
Director of Sales
Director of Public Relations

LEVEL 4
Senior Sales Manager
Senior Public Relations Manager
Revenue Manager
Reservations Manager
Department Heads

LEVEL 3
Sales Manager
Public Relations Manager
Sales Administrator
Department Heads

LEVEL 2
Assistant Sales Manager
Assistant Public Relations Manager

LEVEL 1
Sales Executive
Sales Representative
Sales Coordinator