



PRELIM

MKTG 401		MARKETING MANAGEMENT			
DESIRED LEARNING OBJECTIVE		DESIGNING THE SALES MANAGEMENT PLAN			
GROUP NO.	2	TEAM REPRESENTATIVE	NOCALAN, RIA JASMINE G.		COURSE, YEAR, AND SECTION
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WEEK	1-2 PART 2	TITLE OF TASK	BENCHMARK: CAMPUESTUHAN HIGHLAND RESORT		

KEY COMPONENTS OF THE SALES MANAGEMENT PLAN

Sales Objectives

Increase Monthly Guest Visits: Campuestohan Highland Resort aims at accomplishing the required percentage increase in guest visits across its various attractions and accommodations through well-targeted marketing campaigns and special offers.

Enrich the Experience of Guests: Strengthen the satisfaction of guests and their loyalty to the establishment by perfecting services along with facilities and personalized promotions based on guest preferences as well as feedback.

Promote Online Bookings and Inquiries: Partner with agencies in promoting travel agencies and maximizing online presence for effective booking convenience.

Target Market

Families and Young Professionals. It offers exciting and entertaining recreational activities that families and young professionals under its diverse clientele would really enjoy.

Foreigner and Tourists. Campuestuhan Highland Resort(CHR) has been targeting foreign nationals and tourists because of its different geographical location, cool weather, and picturesque views that provide refreshingly different conditions away from the stereotypical city life.

Millennials and Gen Z. Millennials and Gen Z are hyped customer targets for Campuestuhan Highland Resort. They demand unique travel experiences, adventure, and stunning, Instagrammable

destinations. Its exciting activities, stunning views, and Instagrammable spots fully align with their desire for fun, unforgettable, and beautiful getaways

Sales Team Structure

Sales Team Head

Oversees entire sales team and operations

Sets sales targets and strategies

Monitors sales performance and provides feedback

Sales Managers

Lead specific sales segments (e.g. corporate, weddings, individual bookings)

Develop and maintain client relationships

Conduct sales calls, meetings, and presentations

Achieve monthly sales targets

Sales Coordinators

Assist Sales Managers with administrative tasks

Handle inquiries, bookings, and cancellations

Coordinate with other departments (e.g. operations, marketing)

Maintain sales records and reports

Sales Representatives

Focus on specific sales channels (e.g. online travel agencies, walk-ins)

Conduct sales activities (e.g. cold calls, emails, social media)

Meet and exceed monthly sales targets

Provide excellent customer service

Sales Support Staff

Provide administrative support to the sales team

Maintain sales materials, brochures, and collateral

Assist with sales events, promotions, and campaigns

Sales Territory Management

Geographic Location

Campuestuhan Highland Resort is located in Talisay City, Negros Occidental, Philippines.

Primary Territory: Negros Occidental, Bacolod City, and nearby cities/towns.

Secondary Territory: Western Visayas region (Iloilo, Guimaras, Capiz, Aklan).

Tertiary Territory: National (Manila, Cebu, Davao) and International markets.

Customer Density

Customer density will be measured based on the number of potential customers within a specific geographic area.

High-Density Areas: Bacolod City, Silay City, and other nearby cities/towns.

Medium-Density Areas: Other parts of Negros Occidental, Iloilo City, and other nearby provinces.

Low-Density Areas: Areas outside of Western Visayas region.

Market Potential

Market potential will be measured based on the revenue potential of each territory.

High-Potential Markets: Bacolod City, Silay City, and other nearby cities/towns.

Medium-Potential Markets: Other parts of Negros Occidental, Iloilo City, and other nearby provinces.

Low-Potential Markets: Areas outside of Western Visayas region.

Sales Tools and Technology

CRM (Customer Relationship Management) Software. Utilize a CRM system to manage customer interactions, track sales, and analyze customer behavior.

Sales Automation Tools. Implement tools like email automation, chatbots, and workflow automation to streamline sales processes.

Proposal and Contract Management Software. Use software to create, manage, and track proposals and contracts.

Sales Analytics and Reporting Tools. Leverage tools to analyze sales data, track performance, and provide insights for improvement.

Online Booking Engine. Integrate an online booking engine to facilitate direct bookings and reduce reliance on third-party booking platforms.

STRATEGIES TO ACHIEVE THE PLAN’S OBJECTIVES

Existing Markets

Increase online presence: Optimize website for search engines, utilize online travel agencies (OTAs), and leverage social media.

Loyalty program: Develop a loyalty program to reward repeat customers and encourage loyalty.

Partnerships: Collaborate with local businesses, travel agencies, and tour opera

New Markets

International marketing: Attend international travel trade shows, partner with international travel agencies, and utilize targeted online advertising.

New customer segments: Target new customer segments such as corporate events, weddings, and honeymoons.

Influencer marketing: Partner with social media influencers and travel bloggers to promote the resort.

Pricing Strategies

Competitive pricing: Monitor competitors' pricing and adjust accordingly.

Dynamic pricing: Implement dynamic pricing to optimize room rates based on demand and seasonality.

Package deals: Offer attractive package deals and promotions to increase bookings.

Distribution Channels

Online travel agencies (OTAs): Utilize OTAs such as (link unavailable), Agoda, and Expedia.

Direct bookings: Encourage direct bookings through the resort's website and social media channels.

Travel agencies: Partner with local and international travel agencies to increase exposure.

Performance Metrics

Occupancy rate: Monitor and analyze occupancy rates to measure market penetration.

Revenue growth: Track revenue growth to measure the effectiveness of market penetration strategies.

Customer acquisition: Monitor customer acquisition costs and measure the effectiveness of marketing campaigns.

TRACKING PROGRESS AND MEASURING SUCCESS AT CAMPUESTUHAN HIGHLAND RESORT (CHR)

Key Performance Indicators (KPIs)

Revenue Growth Rate. Measures the percentage increase in revenue over a specific period.

Occupancy Rate. Measures the percentage of rooms occupied by guests.

Average Daily Rate (ADR). Measures the average rate paid by guests per night.

Revenue Per Available Room (RevPAR). Measures the revenue generated per available room.

Customer Satisfaction (CSAT). Measures the satisfaction level of customers.

Data Collection Methods

Property Management System (PMS) Collects data on occupancy rates, ADR, and RevPAR.

Point of Sale (POS) System. Collects data on revenue and sales.

Customer Feedback Forms. Collects data on customer satisfaction.

Online Review Sites. Monitors online reviews and ratings.

Frequency of Data Collection

- 1. Daily: Collect data on occupancy rates, ADR, and RevPAR.
- 2. Weekly: Collect data on revenue and sales.
- 3. Monthly: Collect data on customer satisfaction.
- 4. Quarterly: Analyze data and adjust strategies as needed.

Progress Tracking Tools

Dashboard. Create a dashboard to track KPIs and visualize data.

Spreadsheets. Use spreadsheets to collect and analyze data.

Reporting Software. Utilize reporting software to generate reports and track progress.

Success Metrics

Revenue Growth Rate. Increase revenue by 10% within the next 12 months.

Occupancy Rate. Maintain an occupancy rate of 80% or higher.

Customer Satisfaction. Achieve a customer satisfaction rate of 90% or higher.

Action Plan for Underperforming Areas

Identify Underperforming Areas. Regularly review data to identify areas that are underperforming.

Analyze Causes. Analyze the causes of underperformance.

Develop Strategies. Develop strategies to address underperformance.

Implement Changes. Implement changes and monitor progress.