



COLEGIO SAN AGUSTIN - BACOLOD
College of Accountancy, Business Education, and Computer Studies
Second Semester, AY 2024-2025



MID-TERM

MKTG 401		MARKETING MANAGEMENT			
DESIRED LEARNING OBJECTIVE		Develop a recruitment and training strategy for building an effective sales team and analyze its potential impact on sales performance.			
GROUP NO.	1	TEAM REPRESENTATIVE	SILLORAR, ANGELINA G.		COURSE, YEAR, AND SECTION
MEMBERS		NOCALAN, RIA JASMINE G.	DELA CRUZ, YZABIEL	BONGHANOY, ERICH ANN V.	BATIANCILA, ANGELA C.
WEEK	3	TITLE OF TASK	Recruitment and Training of Sales Teams		

CAMPUESTUHAN HIGHLAND ISLAND RESORT

RECRUITMENT PROCESS

Job Descriptions

Sales Associate. Assist customers, process transactions, and provide information about products and promotions.

Sales Manager. Oversee the sales team, set sales targets, develop sales strategies, and ensure customer satisfaction.

Customer Service Representative. Handle customer inquiries, resolve complaints, and provide support for a positive customer experience.

Candidate Profiles

Sales Associate

High school diploma or equivalent. Excellent communication and interpersonal skills. Customer-oriented with a friendly, approachable demeanor. Ability to work in a fast-paced environment.

Sales Manager

Bachelor's degree in Business Administration, Marketing, or a related field. Proven experience in sales and team management. Strong leadership and motivational skills. Analytical and strategic thinking abilities.

Customer Service Representative

High school diploma or equivalent. Strong communication and problem-solving skills. Empathy and patience in handling customer concerns. Proficient in using customer service software and tools.

Sourcing Channels

Online Job Portals. Utilize platforms like JobStreet, Indeed, and LinkedIn to reach a broad candidate pool.

Company Website. Post openings on Campustuhan Highland Island Resort's official website to attract company-specific interest.

Employee Referrals. Encourage current employees to recommend qualified candidates from their networks.

Campus Recruitment. Partner with universities and colleges to recruit fresh graduates for entry-level roles.

Recruitment Agencies. Collaborate with agencies to source candidates for specialized or hard-to-fill positions.

TRAINING PROGRAM

Sales Techniques

Upselling

Product Knowledge. Equip sales teams with in-depth knowledge of resort offerings: accommodations, dining options, recreational activities (e.g., hiking, water sports), and spa services.

Combo Offers. Teach staff to promote package deals, such as a "Stay & Dine" bundle that includes meals or a "Adventure Package" with activities. Highlight the value and convenience of combos to increase average booking value.

Limited-Time Offers. Train staff to emphasize seasonal promotions (e.g., a summer family discount) or exclusive deals to create urgency.

Scripts and Prompts. Develop natural, friendly scripts to guide staff in suggesting upgrades or extras, e.g..

Cross-Selling

Service Pairings. Train staff to recommend complementary services, e.g., a spa treatment after a hiking tour or a cocktail with dinner reservations.

Customer Preferences. Teach staff to listen for cues (e.g., if a guest books a romantic getaway, suggest a private dinner or couples' massage).

Bundled Deals. Promote value-driven bundles, e.g., "Upgrade to our all-inclusive package for unlimited dining and activities at a great rate!"

Closing Deals

Confidence and Positivity. Train staff to exude enthusiasm and positivity, ensuring guests feel excited about their choices.

Clear Communication. Ensure staff explain the benefits of offers clearly, addressing questions like cost savings or unique experiences.

Follow-Up. Encourage staff to thank guests and invite them back, e.g., “We hope you enjoy your stay—come see us again soon!”

Communication Skills

Role-Playing Exercises

Scenario Simulation. Conduct role-plays simulating resort scenarios: booking a room, handling a group reservation, or assisting a guest with special requests (e.g., dietary needs).

Feedback Sessions. Provide constructive feedback post-role-play, praising strengths (e.g., warmth) and suggesting improvements (e.g., pacing).

Active Listening Practices

Focus on Customers. Train staff to use eye contact, nods, and affirmations (e.g., “I understand”) to show attentiveness.

Clarification Techniques. Teach staff to ask questions like, “Did you mean you’d prefer a poolside room?” to ensure accuracy.

Customer Interaction Scenarios

Common Situations. Prepare staff for scenarios like assisting first-time visitors, managing large groups, or accommodating special needs (e.g., accessibility requests).

Personalization. Encourage staff to remember guest names or preferences (e.g., “Welcome back, Mr. Cruz—your favorite lakeview room is ready!”).

Conflict Resolution

Challenging Customer Situations

Calm and Composed. Train staff to stay professional and empathetic, even with frustrated guests (e.g., a delayed check-in).

Empathy Training. Equip staff with phrases like, “I’m so sorry for the inconvenience—let’s fix this for you,” to show care.

Resolution Techniques

Finding Solutions. Encourage proactive problem-solving, e.g., offering a complimentary drink if a guest waits too long.

Escalation Protocol. Teach staff when to involve a manager (e.g., unresolved disputes) and how to smoothly transition, e.g., “Let me get my supervisor to assist you further.”

Feedback and Improvement. Hold debriefs after incidents to review what worked and what didn’t, using them as learning opportunities. Update training regularly to address recurring issues.

Product Knowledge

Product Information. Provide detailed training on resort amenities, dining menus, activity schedules, and unique features (e.g., eco-friendly practices).

Promotions and Offers. Keep staff updated on current deals, discounts, or seasonal packages to share with guests.

Menu Updates. Regularly train staff on new services or offerings (e.g., a new cocktail menu or tour option).

Customer Relationship Management (CRM)

CRM Software Training. Train staff to use CRM tools for tracking guest preferences, booking history, and special requests.

Customer Service Excellence. Emphasize creating memorable experiences to foster loyalty (e.g., a warm welcome or personalized recommendations).

Customer Feedback. Encourage staff to collect feedback (e.g., via surveys or casual chats) and log it for improvement.