

Internship Report
on
An Analysis on The Sales Process of Hotel Ascott Palace

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Prepared By

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Submitted To

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Date of Submission:

LETTER OF TRANSMITTAL

23rd January, 2024

Siddiqur Rahman

Assistant Professor & Head
Department of Tourism & Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

I trust this letter finds you well. It is with great pleasure and a sense of accomplishment that I submit my internship report titled "An Analysis on The Sales Process of Hotel Ascott Palace," in partial fulfillment of the requirements for the Bachelor of Tourism and Hospitality Management (BTHM) program.

Under your esteemed guidance, the past six months have been an enlightening journey, offering practical insights into the dynamic realm of Sales Department within the hospitality industry. This report encapsulates my experiences, observations, and analyses during my internship at Hotel Ascott Palace, where I had the privilege of working in the Sales & Marketing department.

I extend my sincere appreciation for your mentorship throughout this period. Your expertise and constructive feedback have been invaluable, contributing significantly to the quality and depth of this report. The experience of blending academic knowledge with real-world applications under your guidance has been truly enriching.

I trust that this report accurately reflects my learnings and contributions during the internship. I am eager to receive your feedback and insights, and I sincerely hope that you find this report informative and reflective of the efforts invested.

Thank you for the opportunity and your continued support.

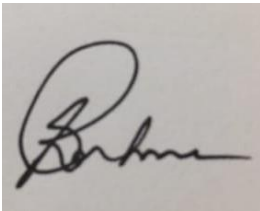
Sincerely yours,

Tajmim Akter Arthi
ID: 201-43-456
Bachelor of Tourism and Hospitality Management

CERTIFICATE OF APPROVAL

I hereby certify that the report titled "AN ANALYSIS ON THE SALES PROCESS OF HOTEL ASCOTT PALACE," submitted by Tajmim Akter Arthi, ID: 201-43-456, as part of the requirements for the "Bachelor of Tourism and Hospitality Management" degree from "Daffodil International University," has been successfully completed under my supervision and guidance. This work-based report has been conducted during my mentorship and serves as a comprehensive record of the diligent and effective work carried out by the student.

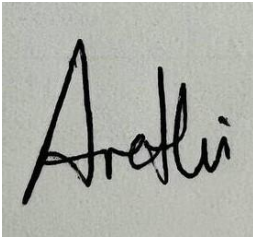
Signature

A handwritten signature in black ink, appearing to read 'Siddiqur Rahman', is shown within a rectangular frame.

Siddiqur Rahman
Assistant Professor & Head
Department of Tourism and Hospitality Management
Faculty of Business and Entrepreneurship
Daffodil International University

DECLARATION

I confirm that this written submission reflects my own ideas expressed in my own words. Where I have incorporated the ideas or words of others, I have appropriately cited and referenced the original sources. I also affirm that I have adhered to all principles of academic honesty and integrity, and I have not misrepresented, fabricated, or falsified any ideas, data, facts, or sources in my submission. I understand that any violation of these principles may result in disciplinary action by the university and may also prompt corrective action from the sources to which proper attribution was not given or from whom necessary permission was not obtained when required.

A square image showing a handwritten signature in black ink on a light gray background. The signature is written in a cursive style and appears to read 'Arthi'.

Tajmim Akter Arthi

ID: 201-43-456

Date:

ACKNOWLEDGEMENT

I extend my sincere gratitude to all those who have provided invaluable support and assistance, directly or indirectly, in the completion of this work.

Firstly, I would like to express my heartfelt thanks to my mentor and supervisor, Siddiqur Rahman, Assistant Professor & Head in the department of Tourism and Hospitality Management at the Daffodil International University. His unwavering guidance, moral support, valuable insights, and helpful advice have been instrumental throughout my academic journey.

I also wish to acknowledge and appreciate the entire staff at Hotel Ascott Palace. Special thanks go to Mr. Suman Saha, Head of Sales & Marketing, and all the dedicated members of the Sales & Marketing department at Hotel Ascott Palace. Their warm support and cooperation were crucial, enabling me to successfully complete my internship and prepare this report within a limited timeframe. Any shortcomings in this report are solely my responsibility.

EXECUTIVE SUMMARY

Embarking on the exciting journey of the global economy, hotels stand out as vital hubs, seamlessly blending luxury with excellent service. This report dives deep into the intricate Sales Process within organizations, focusing on the unique story of Hotel Ascott Palace Dhaka. From cozy accommodations to wellness perks, the hotel crafts an experience that goes beyond just a stay. It's a symphony of comfort, sophistication, and personalized service that resonates with each guest.

My experience with the Corporate Sales team at Ascott Palace was a hands-on exploration, where I transformed textbook knowledge into real-world contributions. Juggling tasks from report preparation to orchestrating Banquet Event Orders, I dived into the nuanced realm of ensuring guest satisfaction. It wasn't just about crunching numbers; it was about creating moments and memories for guests, making their stay truly remarkable. The examination of Hotel Ascott Palace's Sales Process has unearthed key insights that underscore the establishment's commitment to a customer-centric approach, strategic adaptability, and unique selling propositions.

Amidst this journey, valuable insights surfaced, spotlighting both operational hiccups and triumphs. The report not only captures these learnings but also throws in suggestions to fine-tune where needed. It's a strategic sales process roadmap for Ascott Palace, a blueprint for elevating guest experiences and streamlining operational excellence. It wraps up with a thoughtful reflection on my role and its broader impact, aiming to chart Ascott Palace's course in the ever-evolving hospitality seas. It's not just a report; it's a narrative of growth, adaptation, and a commitment to excellence. Strategic adaptability is evident in its negotiation tactics and flexibility during meetings, aligning with the evolving dynamics of the hospitality industry and positioning.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Hotel Ascott Palace is not merely a lodging establishment but a testament to the harmonious interplay of luxury and security. The location, situated in the city's Diplomatic Zone, is characterized by stringent security measures, making it a haven of safety. The surroundings exude a quiet charm, offering proximity to shopping malls, embassies, and bustling commercial hubs. My role as a Sales Executive intern allowed me an immersive experience in understanding how this unique setting contributes to the hotel's success.

The Diplomatic Zone, where Hotel Ascott Palace resides, is more than a geographical location; it embodies a commitment to safety and adherence to international standards. Regular inspections by embassies and multinational companies affirm the hotel's dedication to ensuring the well-being of its guests. The meticulous attention to safety and health compliance sets a standard that is not only met but consistently exceeded.

The charm of Baridhara lies not just in its security but also in its quietude. It's a locale where guests can retreat from the hustle and bustle of the city, yet remain within easy reach of essential amenities. The tranquility extends to the lush green central park just a lane away from the hotel, providing an idyllic setting for an evening stroll.

Hotel Ascott Palace's strategic location makes it an ideal choice for both business and leisure travelers. A mere stone's throw away from major business districts, financial centers, and commerce hubs like Gulshan-1 & 2, Banani, and Bashundhara R/A, the hotel seamlessly blends convenience with luxury. For those with a penchant for shopping, the proximity to Jamuna Future Park adds an extra layer of allure. Additionally, the Shah-Jalal International Airport is a mere 15-minute ride, making the hotel a convenient choice for travelers.

Hotel Ascott Palace's introduction is not just about its physical location; it's about creating an immersive homely experience for guests, offering a perfect blend of security, tranquility,

and accessibility. As an intern, this introduction became the canvas on which I painted my understanding of how the hotel's setting contributes to its overall success.

1.2 Scope of the Report

The reason for doing this internship report is to explore the detailed workings of the Sales processes at Hotel Ascott Palace. Motivated by a quest for knowledge and an eagerness to understand the mechanisms steering the hotel's success, this report seeks to unravel the strategic threads woven into the fabric of this distinguished 4-star business boutique hotel in Dhaka. The objective is to uncover the nuanced strategies that distinguish Hotel Ascott Palace in a competitive hospitality landscape. This journey goes beyond the conventional boundaries of an internship report—it's a relentless pursuit to decipher the alchemy behind the seamless blend of luxury, service, and strategic positioning that defines Hotel Ascott Palace.

At its core, fueled by an eagerness to demystify the strategic threads that distinguish Hotel Ascott Palace as a leading independent 4-star business hotel in Dhaka. It's a motivation that transcends the confines of academic inquiry, delving into the realms of a genuine passion for the intricacies that make Hotel Ascott Palace a standout choice in the competitive landscape.

This exploration isn't just about dissecting processes; it's about unraveling the story behind each meticulously crafted guest experience. It's about peeling back the layers to reveal the heartbeat of the hotel—the concerted efforts, the strategic decisions, and the unwavering commitment to excellence that breathe life into the brand. As an intern, this motivation became a guiding beacon, steering my engagement beyond the routine tasks of the Sales department. It transformed each interaction, each report, and each observation into a meaningful exploration of what sets Hotel Ascott Palace apart. It's a motivation that extends beyond the confines of a job description; it's a personal commitment to extract every ounce of knowledge and insight from this invaluable internship experience.

1.3 Objectives

In the dynamic realm of Hotel Ascott Palace, my internship objectives extend far beyond routine tasks. Before delving into the objectives, it's crucial to emphasize the collaborative nature of the internship. This collaborative approach lays the foundation for a comprehensive exploration of the sales processes at Hotel Ascott Palace.

- To identify the sales process of Hotel Ascott Palace.
- To analyze the sales procedure of Hotel Ascott Palace.
- To identify the problems related to sales process of Hotel Ascott Palace.
- To provide some recommendations based on the identified problems.

These objectives are not mere checkboxes on an internship agenda; they are gateways to a profound comprehension of the Sales department.

1.4 Methodology of The Report

This study is qualitative research and exploratory by nature. Qualitative analysis of secondary data, identifying patterns and trends related to organizational structure, challenges, and competencies.

Source of Data:

Comprehensive analysis of secondary data such as-

- Website Analysis.
- Literature Review.
- Articles, and books related to hotel management.
- Social Media Scrutiny.
- Company sales policy.
- Company memorandum.

1.5 Limitations of The Report

The report withholds some specific limitations due to certain boundaries. The most notable ones include:

1. **Limited Generalizability:** The report focuses on the specific internship experience at Hotel Ascott Palace, and while it provides valuable insights into the Sales process of operations of this particular establishment, the findings may not be universally applicable to all hotel environments. Each hotel has its unique set of circumstances, market dynamics, and organizational structures that may not align with the experiences outlined in this report.
2. **Subjectivity of Reflections:** The reflections and insights shared in the report are inherently subjective and based on the individual's perspective. While personal reflections provide depth to the narrative, they may not fully capture the broader industry trends or be generalizable to a wider audience. Different individuals may have varying interpretations of the same experiences, and the report's conclusions may be influenced by the personal biases or perceptions of the intern.
3. **Temporal Relevance:** Given the dynamic nature of the hospitality industry and the evolving landscape of Sales department, the information may become outdated over time. Changes in market trends, industry practices, or technological advancements may impact the relevance of the report's insights for readers seeking the latest information beyond the knowledge cutoff date.

CHAPTER 2

AN OVERVIEW OF HOTEL ASCOTT PALACE

2.1 Introduction of Hotel Ascott Palace

Ascott Palace Dhaka stands as the epitome of refined luxury, a distinguished 4-star hotel nestled in the heart of Baridhara, a diplomatic enclave in the vibrant city of Dhaka, Bangladesh. Renowned for its exquisite accommodations, impeccable service, and strategic location, the hotel weaves a tapestry of elegance and comfort for its discerning guests. The allure of Ascott Palace Dhaka extends beyond the confines of its opulent interiors. As a beacon of sophistication, the hotel is strategically situated just steps away from the picturesque Gulshan Baridhara Lake. This idyllic setting not only provides a serene backdrop but also offers guests a peaceful retreat, a respite from the energetic rhythm of the city's hustle and bustle.

The hotel's commitment to providing a harmonious blend of luxury and tranquility is reflected in every detail. From the carefully curated interiors that exude timeless elegance to the attentive service that anticipates and fulfills every guest's need, Ascott Palace Dhaka creates an environment where every moment becomes a memorable experience. Hotel Ascott Palace's evolution into a prominent player in Dhaka's hospitality scene is shaped by its commitment to excellence. With 51 guest rooms, diverse eateries, and a banquet hall, the hotel caters to a diverse clientele. The absence of a bar and alcohol aligns with a conscious choice, reflecting a commitment to a distinct guest experience. The chapter delves into the historical context, outlining the hotel's journey and its vision under the leadership of Mr. Imtazur Rahman Bobby and Mrs. Jasmin Akter.

2.2 Background of Hotel Ascott Palace

Ascott Palace Dhaka caters to both business and leisure travelers. The hotel's proximity to embassies, government offices, and multinational companies makes it a popular choice for business travelers. Additionally, the hotel's luxurious amenities and convenient location attract leisure travelers seeking a comfortable and stylish stay in Dhaka. The hotel market in Dhaka is competitive, with a variety of hotels to choose from. However, Ascott Palace

Dhaka stands out for its commitment to quality, personalized service, and guest satisfaction. The hotel has consistently received positive reviews from guests, praising its cleanliness, comfort, and friendly staff. Ascott Palace Dhaka extends its hospitality to a diverse clientele, catering seamlessly to both the needs of business and leisure travelers. Its strategic proximity to embassies, government offices, and multinational companies positions it as a prime choice for discerning business travelers.

In the dynamic landscape of Dhaka's hotel market, Ascott Palace Dhaka navigates the competition with finesse. It stands out prominently, not merely as an accommodation choice but as a symbol of unwavering commitment to quality, personalized service, and unparalleled guest satisfaction. The nuanced strategies employed by Ascott Palace Dhaka to navigate the competitive market, highlighting how the hotel's unwavering dedication to quality and guest satisfaction distinguishes it in the bustling hospitality landscape of Dhaka.

2.3 Mission Statement:

At Hotel Ascott Palace, our mission is to consistently exceed the expectations of our guests by providing unparalleled hospitality experiences. We are committed to delivering exceptional services, maintaining the highest standards of comfort, and creating an environment that fosters genuine connections. With a dedicated team, we strive to be the epitome of luxury and warmth, ensuring every guest feels at home and every stay is memorable.

2.4 Vision Statement:

Our vision at Hotel Ascott Palace is to be the leading independent 4-star business hotel in Dhaka. We aspire to achieve this by consistently delivering excellence in every aspect of our operations. Through continuous innovation, a commitment to customer satisfaction, and the cultivation of a motivated and enthusiastic team, we aim to set new standards in the hospitality industry. We envision a future where Ascott Palace is synonymous with uncompromised luxury, unmatched service, and an unwavering dedication to guest well-being.

2.5 Company Overview:

Hotel Ascott Palace is a distinguished 4-star establishment nestled in the heart of Baridhara, the Diplomatic Zone of Dhaka, Bangladesh. Renowned for its opulent design, impeccable service, and prime location, the hotel offers a haven of comfort and sophistication for both business and leisure travelers. Established in 2014, Ascott Palace Limited operates as a Joint Stock Registered Limited Company. Under the visionary leadership of Chairman Mr. Imtazur Rahman Bobby and Managing Director Mrs. Jasmin Akter, the hotel has become a prominent landmark in the Baridhara Diplomatic Area.



Figure 2.1: Organizational structure of Hotel Ascott Palace

Ascott Palace is dedicated to the hotel business, providing a range of services, including accommodations, dining, and event hosting. The hotel has positioned itself as the only 4-star establishment with the highest number of rooms in the city's most secured Diplomatic Zone.

The core values that guide **Ascott Palace's** operations include-

- Aspiration
- Sustainable performance
- Curiosity
- Ownership
- Teamwork
- Trust.

These values reflect the hotel's commitment to continuous improvement, ethical practices, and a collaborative approach to creating an exceptional guest experience.

Situated in Baridhara, the only diplomatic zone of Dhaka, Ascott Palace enjoys proximity to major business districts, financial centers, and commercial hubs. Its strategic location near embassies, government offices, and multinational companies contributes to its appeal for both local and international travelers. Ascott Palace stands out as the only 4-star hotel with the highest number of rooms in the city's most secured Diplomatic Zone. This unique selling point positions the hotel as a preferred choice for those seeking luxury, security, and convenience.

Ascott Palace has earned acclaim on Tripadvisor, currently holding the fifth position among hotels in the city. Its recognition as a leading independent business hotel is a testament to its commitment to excellence in service and guest satisfaction.

The hotel's strategic location places it in proximity to key landmarks such as the US Embassy, British High Commission, Japan Embassy, Jamuna Future Park, Baridhara Lake, Unimart Supermarket, and Kurmitola Golf Club. This company overview provides a comprehensive snapshot of Hotel Ascott Palace, highlighting its history, values, strategic positioning, and the unique elements that contribute to its success in the hospitality industry.

CHAPTER 3

OVERVIEW OF THE SALES PROCESS IN HOTEL ASCOTT PALACE

The company has a strong sales team and they work based on specific and structured sales process. At the below I have developed a sales process which identify the sales process of Hotel Ascott Palace followed. In the bottom part, I have developed each step to analyze each of the sales process and relevant activities inside of Hotel Ascott Palace.



Figure 1: Sales Process of Hotel Ascott Palace

3.1 Find Leads

Navigating the intricate landscape of hospitality sales, the initial stride for the Sales team at Ascott Palace involves meticulous lead generation. Some steps including:

- a) **Research:** A B2B business in hospitality sales requires us to research the firm and establish a commercial relationship. In the past, people used to search companies by walking door to door but in this era, everything is on our hands. For which we don't need to go door to door to make a sales call rather than we can get to know about the upcoming project or nearby happening from the internet and various social media platforms. Additionally, we can get referrals from our personal connection and social media network.
- b) **List out potential leads:** Through research, we can gather a list of hundreds of companies or projects, however we still need to choose which call will be the most successful. There's no reason to proceed if the business, project, or client requirement has nothing to do with the products or services I'm selling. Instead, we

may utilize that time to meet with a potential customer or host. Therefore, it's imperative to identify the list's most promising leads.

- c) **Take Appointment:** after finalizing the potential leads, we need to make an fruitful appointment. Making sales appointments is a critical step in signing more clients and increasing a company's revenue. Maximum time the customer or the host doesn't want to allow time. Rather he is avoiding or ignoring or not interested. So, it's also important how I am approaching to ask for his time via e-mail or phone calls.

In an era where information lies at our fingertips, the team harnesses the power of the internet and various social media platforms to stay informed about upcoming projects and industry trends. Referrals, stemming from personal connections and social networks, also play a pivotal role in expanding the scope of potential leads.

3.2 Approach & Connect

The Sales team at Ascott Palace understands the significance of sales approach. They believe in building connections before delving into discussions about monetary matters. It's not just about selling a service; it's about creating an experience that resonates on a personal level.

- a) **Do not focus on monetary talk:** As we all know the first impression is the last impression. Hence after sitting for a meeting, we cannot talk about money in the beginning of the conversation. We need to pay attention to the person instead of the money. Since the host or person will be the one providing me with business, we must first create a heartfelt conversation and connection with them.
- b) **When in Rome Do as The Romas Do:** The phrase 'When in Rome, Do as the Romans Do' refers to the importance of adapting yourself to the customs of the people who are in a certain place or situation and behave like they do. Example of Use: when we are on the sales call or meeting if the customer or host is health conscious and he is having green tea and offering me what I want to have, I can also ask for a green tea even if I don't like it. It shows that I am prioritizing his preference.

- c) **Build Rapport:** Establishing a good rapport is crucial to a fruitful sales call. Building strong interpersonal ties with the host or client is beneficial and can lead to several opportunities. For example, we have to look up information about the host or customer after accepting an appointment. But, if I know someone who is enthusiastic about cricket before attending a sales meeting, I will spend as much of the discussion discussing cricket. Conversely, I won't bring up political conversation if he isn't interested in them. We can establish communicational connection in this manner at the initial appointment.

The narrative unfolds further as the team focuses on building rapport. It's not just about selling a product; it's about creating a connection.

3.3 Pitching or Product Discussion

The Sales team excels in direct communication with clients, unraveling specific problems faced along their journey.

- a) **Identifying pain points:** One of the best ways to identify customer pain points is by asking directly to the host or customers. Pain points are specific problems faced by current or prospective customers in the marketplace. It includes any problems the customer may experience along their journey. Pain points vary person to person. For example - A customer needs a service above their budget, on the other hand some may want some service that we don't have like Ascott Palace doesn't have any swimming pool facilities for their guests.
- b) **Value proposition:** A value proposition means why a customer would choose my product or service. It communicates the clearest benefit that customers receive by giving me their business. For example- In Ascott Palace we do not sell any alcohol which may sound safe and halal place to stay for the Arabian community if that is my targeted customer. Additionally, the location, Diplomatic zone the safest area in the whole Country.
- c) **Offer personalized solutions:** There are some ways we follow to give a personalized service to the guests –

- Use customers' names.
- Know their history.
- Collect data and use segmentation.
- Send them personalized messages.
- Reward loyal customers. like – sending dinner coupon, special discount, free pick up, drop off facilities etc. to inhouse guests.

In this symphony of sales, the pitch isn't just a transaction; it's a harmonious blend of understanding, storytelling, and customization.

3.4 Handling Customer Objection

In the intricate choreography of sales dynamics at Hotel Ascott Palace, the team doesn't just close deals; they pirouette through the delicate art of handling concerns—a ballet of empathy, agreement, and proactive resolution.

- a) **Agree with customers concerns:** If the host or my customer is complaining about anything we should actively listen to them first. After that we need to agree with the issue, they faced whether it's true or not after that I can offer him a solution and if I cannot then I need to do something for him to delight. I need to keep in mind, the customer is always right.
- b) **Anticipate Sales Objection:** The first step to anticipating sales objections is to know the audience. I need to understand their needs, goals, challenges, preferences, and motivations. I can gather this information by conducting thorough research, asking open-ended questions, listening actively, and empathizing with their situation. I show that you know what their concerns are and where their fears lie. And I address them head on.

By elegantly addressing these concerns head-on, the team showcases not just understanding but a proactive stance, transforming potential stumbling blocks into graceful leaps toward successful collaborations.

3.5 Negotiation

Enter the negotiation room at Hotel Ascott Palace, where deal-making transforms into a strategic waltz. Imagine the negotiation floor as a grand ballroom where the team leads the dance.

- a) **Lead negotiations:** Negotiating sales is essential as a sales person if I want to win over more customers and close more deals. I need to offer a win-win situation. Here I need to make the customer understand that he is also getting benefited and I am considering my rate or offer just only for him.
- b) **Offer trades:** It involves offering discounts or extra facilities to encourage the customer to purchase and gather more revenue.
- c) **Walk away if necessary:** If my solution doesn't help the prospect, then I need to walk away. I want to be known for delivering the best service to my customers not as a pushy salesperson. Unfortunately, some clients are difficult to work with. If a client is making too many demands on my time and has unrealistic expectations, then I cannot work with them. I don't have to take on every client or customer. If I can't meet a client's expectations, I'll only damage company reputation.
- d) **Stay positive:** After opening negotiations, I need to be prepared to hear the buyer's responses which can be positive or negative as well. Maybe this time the host cannot give me the project but that doesn't mean I'll cut him out from my potential leads list. This time it Couldn't happen but we will never be about the second trial result before trying.

Lead negotiations become a choreography of essential moves, with the Sales team offering a delicate balance that ensures a win-win situation. The negotiation isn't just about rates and figures; it's a dance where both the client and the hotel sway in harmony, each step calculated for mutual benefit.

3.6 Close the Deal

Closing the deal isn't a mechanical task; it's an art of sealing agreements that goes beyond signatures and contracts. It's a finale where the team orchestrates a seamless transition from negotiation to commitment. The client, much like an audience enraptured by a performance, finds satisfaction in the harmonious resolution of terms.

The close of the deal isn't abrupt; it's a gradual descent, like the closing notes of a well-played symphony. In this stage Ascott Palace's Sales team doesn't just secure deals; they craft an experience of closure—a conclusion that leaves both parties content and eager for the next movement in their ongoing business symphony.

3.7 Follow-up & Nurture

As the curtains fall on negotiations at Hotel Ascott Palace, the team understands that the end of one performance marks the beginning of another—the nuanced act of follow-up. Following up on sales is a critical step in building and maintaining long-term relationships. It involves a simple communication effort to gauge customer interest, understand their problems and identify their primary needs to which they might be looking for a solution. Some steps here are:

- a) **Send amenities and gifts:** sending birthday notes with cake, maybe an appreciation post on social media, a simple souvenir just to make the host feel special.
- b) **Check in:** It is a good strategy to call clients a week or two after the sale & find out how everything is going.
- c) **Be persistent not annoying:** Persistence is key in sales, as it takes time and effort to build relationships with host and close deals. By being more persistent, we are more likely to convert prospects into customers, resulting in increased sales. When a salesperson is persistent, it means they are respectfully pursuing a client who initially rejected a proposal or said no to a meeting. That means taking a long-term approach to create a relationship that hopefully evolves into a sale.

If the customer had a positive experience, following up allows me to thank them for their business and let them know I appreciate their feedback. If the customer had a negative experience, following up allows me to apologize and make things right. Either way, following up helps to improve a customer's experience.

CHAPTER 4

ACTIVITIES UNDERTAKEN, CONSTRAINTS, CHALLENGES & LESSON LEARNED

In the vibrant tapestry of Hotel Ascott Palace's Sales department, Chapter 4 unfolds as a comprehensive narrative—a nuanced exploration of the myriad activities undertaken, the constraints faced, the challenges encountered, and the invaluable lessons gleaned from the dynamic internship program.

4.1 Activities Undertaken

Working closely with the Head of Sales (HOSM) and Sales Managers (SMs), my responsibilities encompass a spectrum of tasks, from meticulous report preparation to orchestrating Banquet Event Orders (BEO). Some duties and responsibilities are –

- Assists the Head of Sales and Marketing (HOSM) and Sales Managers (SMs) in preparing reports and materials for distribution and presentations as needed.
- Generates key records to ensure maximum guest satisfaction and continued growth under the HOSM's guidance.
- Coordinates the preparation of Banquet Event Orders (BEO).
- Maintains and fosters relationships with existing customers through in-person interactions, phone calls, and emails.
- Handles courtesy calls and sales inquiries upon request.
- Organizes meetings with potential clients to explore new business opportunities.
- Collaborates with the HOSM or SMs to analyze competitor activities and potential partnerships, identifying valuable business opportunities and market insights.
- Greets and welcomes clients and visitors, arranges and conducts tours when requested.
- Records inquiries, prospects, or any new business and provides copies to the HOSM.
- Works closely with relevant departments to ensure all contractual agreements with guests are fulfilled.

- Assists the Sales Manager in various administrative roles, including setting up and coordinating meetings and conferences

4.2 Lessons Learned from the Internship Program

The Internship program has shown us different things, for example,

- Increase the most elevated amount of information about Sales.
- Increase the comprehension of hotel culture.
- Increase our down to earth operational abilities in the lodging.
- Figured out how to have the option to adapt up and make do in a spot where we have extraordinary social contrasts.
- Figured out how to be progressively quiet about everything.
- Figured out how to make customers happy.
- Figured out what are my strength and weaknesses
- The individual comprehension of working in an inn is that the hotelier must have three things. Those are Positive Attitude, Acceptance and Ready to serve.

4.3 Constraints Observed

As the narrative unfolded, so did the challenges that added layers of complexity to the rhythmic journey. While analyzing the overall sales process of Hotel Ascott Palace, there have been some specific challenges and constraints recognized such as:

- The absence of robust brand visibility emerged as a pivotal challenge, necessitating innovative strategies to augment the hotel's presence within a competitive market.
- The shortfall in certain amenities, such as a dedicated bar and a swimming pool, presented notable hurdles in attracting specific clientele segments.
- The geographical idiosyncrasy, while situated in a secure diplomatic zone, introduced accessibility challenges for a subset of potential guests.

- Renovation requisites and occasional setbacks in promotional endeavors underscored the imperative for adaptive solutions and a dynamic approach.
- Communication interruptions occur in the sales process when attempting to connect with specific leads due to incorrect communication media or addresses from the provided list. This hinders the smooth flow of communication.

CHAPTER 5

FINDINGS, RECOMMENDATIONS & CONCLUSION

In the final chapter of this internship report, the focus shifts to a reflective analysis of the findings, the formulation of pertinent recommendations, and a conclusive summary that encapsulates the essence of the internship experience at Hotel Ascott Palace.

5.1 Major Findings

The examination of Hotel Ascott Palace's Sales Process has unearthed key insights that underscore the establishment's commitment to a customer-centric approach, strategic adaptability, and unique selling propositions.

- The hotel Ascott Palace follows a structured seven step sales process.
- The lead initiation process begins with essential research, delving into potential clients and projects through digital platforms and personal connections. This method ensures a strategic focus on leads with the highest likelihood of success.
- We go through the list of the leads to find out the potential one.
- The leads end up to confirm an efficient appointment that sales team go through periodically.
- The sales team emphasis on building rapport, identifying pain points, and delivering personalized solutions which reflects a dedicated commitment to understanding and satisfying individual customer needs
- Strategic adaptability is evident in its negotiation tactics and flexibility during meetings, aligning with the evolving dynamics of the hospitality industry and positioning.
- The analysis brings to light the strategic emphasis on Unique Selling Points, including a halal environment, prime diplomatic zone location, and personalized services.
- The importance accorded to follow-up activities, such as sending amenities and maintaining a persistent yet non-intrusive approach, highlights the hotel's

commitment to fostering long-term relationships with clients, elevating the overall guest experience.

- While attempting to communicate with certain connections, due to wrong communication media or address from the list of leads, the communication gets interrupted and that causes hindrance to the sales process.

5.2 Recommendations:

The subsequent recommendations aim to further enhance the hotel's market presence and capitalize on its strengths, ensuring sustained growth in a competitive industry. Identifying problems and proposing solutions within the limited timeframe of this survey has been challenging. Nevertheless, I have made my best efforts to formulate the following recommendations:

- Implement advanced tools for lead initiation, integrating artificial intelligence to streamline research processes and identify potential clients more efficiently.
- Establish a more comprehensive lead scoring system, utilizing data analytics to prioritize potential leads based on relevance and potential success, minimizing time spent on less promising prospects.
- Implement an automated appointment confirmation system to reduce manual efforts, ensuring periodic follow-ups to confirm appointments and maintain a seamless scheduling process.
- Invest in customer relationship management (CRM) tools to enhance rapport building, better understand pain points, and deliver personalized solutions, aligning with individual customer preferences and needs.
- Continuously monitor industry trends and dynamics to enhance negotiation tactics and adapt to evolving market conditions, ensuring the hotel remains competitive and responsive.
- Emphasize and promote the hotel's Unique Selling Points (USPs), such as the halal environment, prime diplomatic zone location, and personalized services, in marketing and communication strategies.

- Implement an integrated follow-up system, incorporating personalized gestures, consistent communication, and non-intrusive approaches to strengthen long-term relationships with clients and enhance the overall guest experience.

5.3 Conclusion

In conclusion, the internship experience at Hotel Ascott Palace stands as a testament to the dynamic interplay of theory and practice in the realm of Sales. The journey, marked by a rich tapestry of activities, challenges, and lessons, has not only contributed to personal and professional growth but has also offered a profound understanding of the intricacies within the hospitality industry. The commitment to excellence, innovation, and client-centric approaches by the Sales team has been evident throughout, shaping the narrative of the hotel's unique positioning in the market.

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