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**SALES & MARKETING INTERN
ELEMENT BY WESTIN – FARGO
SUMMER 2017**

SALES & MARKETING DEPARTMENT: RESPONSIBILITIES

- Track the bookings and stay of corporate guests and locally negotiated rates. Mingle with guests at Relax Reception to gauge the companies in-house and be sure all business guests are well taken cared of
- Processed meeting room rental inquiries from start; getting the lead, to creating a contract and BEO, to finish; processing payment and sending internship survey.
- Create group blocks for both leisure and business guests as well as post on social media to try to engage more so with our leisure guests.

PROJECT: POST-MEETING GUEST SATISFACTION SURVEY

- There was no follow-up method to see how a customer's experience was after use of the meeting room.
- This survey will play a key role in determining what changes can be made to better the processes in place. Right now; there are not enough response to do so.
- Constructive customer feedback is important in any business to make it run honestly and successfully.

LEARNED LESSONS:

- Start conversations with guests & get to know them on a personal level. An interest in them makes them interested in us.
- Word of mouth is a powerful resource. Always provide the best customer service because you never know who knows who.
- Communication is absolutely always key. Each department of the hotel has valuable information to share and be vocal about.