LONDONIST SALES DEPARTMENT – GROUP BOOKINGS WORKFLOW

1

Business Development

Sales Team

Inquiry received → **Determine Booking Type**

GROUP BOOKING → **To Groups Bookings Team** via CRM

AGENCY BOOKING → **To SPA Team**

2

Group Booking Team Process

Merve Sirace

Dinara Suleimanova

Acknowledgment: Merve acknowledges the inquiry

Client Communication & Offer Preparation: BD needs to be involved in managing institution group inquiries. The team manages all subsequent communications, prepares tailored offers, and drafts/contracts are managed accordingly.

Internal Consultation: If additional insights are required, the Group Bookings Team consults with the original department.

Sales Team members are not allowed to handle the group bookings

3

Offer Alignment

Dinara Suleimanova

Merve Sirace

pre-offer discussion is held with Dinara (and Vaishnavi) to ensure alignment and avoid quick decisions.

Merve Sirace

FINAL OFFER SENT TO CLIENT

4

Complaint Handling

Merve Sirace → Copy Business Development (Dinara and Vaishnavi) should <u>any complaints</u> arise during the process

Business Development → Business Development (Dinara and Vaishnavi) will manage the complaint resolution while supervising the communication.