

**SKILLS FRAMEWORK FOR FOOD SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Management					
TSC Title	Sales Management					
TSC Description	Develop, monitor, and implement sales plan to achieve business objectives					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				FSS-BIN-4144-1.1	FSS-BIN-5144-1.1	FSS-BIN-6144-1.1
				Implement a sales action plan for food and beverage unit, evaluate its effectiveness and propose refinements to improve sales	Formulate sales plan, review sales performance, and modify sales plan accordingly to guide the achievement of sales plan	Define an overarching sales strategy integrating macro trends, industry trends and internal business factors, in line with business objectives
Knowledge				<ul style="list-style-type: none"> Key elements of food and beverage units' sales plan Organisation sales cycles Market and customers analysis Product performance metrics Sales management system in the organisation Pricing structures 	<ul style="list-style-type: none"> Organisation's business model Components of a sales plan Market demand generation strategies Elements of product and service roadmap Target setting methodology Process of cascading sales targets Methods to calculate and manage yield Processes for monitoring food and beverage's sales targets 	<ul style="list-style-type: none"> Macro trends affecting patterns and demand for products and services Industry trends and potential impact on sales Sales forecasting techniques Key elements of a sales plan Organisation's target markets
Abilities				<ul style="list-style-type: none"> Provide inputs for food and beverage units' development of sales plans based on organisation sales cycles, customer profile and product performance trends Design action plans to achieve the unit's sales plans 	<ul style="list-style-type: none"> Formulate sales plans with periodic adjustments Develop a strategy to create market demand for organisation's key products and services Set sales targets for food and beverage units Cascade sales targets of the food and beverage unit to different outlets 	<ul style="list-style-type: none"> Forecast sales growth based on a holistic understanding of broad industry trends, economic indicators and internal business factors Define overarching sales strategy in line with market projections and business objectives Align sales and revenue generation plan with the

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				<ul style="list-style-type: none"> • Lead the implementation of the sales plan • Analyse actual sales against sales plan for food and beverage unit • Evaluate outcomes and effectiveness of sales and marketing activities through sales management system • Motivate team to achieve unit targets through communication • Review business environment and raise potential changes in sales activities • Develop responsive actions to improve sales plan and performance • Propose initiatives to optimise sales and improve yield 	<ul style="list-style-type: none"> • Guide business unit's development of sales plan to achieve cascaded sales targets • Review actual sales against budgeted sales for food and beverage units • Evaluate business environment to determine potential impact and changes to sales targets • Modify sales strategy and plans based on evaluation of outcomes • Analyse yield performance 	<p>broader business strategy</p> <ul style="list-style-type: none"> • Establish target market and customers for products and services • Approve sales targets for food and beverage units • Integrate sales plan with market strategy and other business functions • Revise overall sales target in alignment with current business environment and overall sales performance • Evaluate organisation's sales performance against overall sales targets
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