

Skills Framework for Hotel and Accommodation Services

Programmes that broaden or deepen specific skills and knowledge for the various job roles in the sector

Sales and Marketing

Job Role:
Sales Coordinator/Catering Sales Coordinator

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
Sales and Marketing	Customer Behaviour Analysis	2	Customer Insight Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Analytics Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data Visualisation Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
			Data-driven Customer Experience	NUS School of Continuing and Lifelong Education (SCALE)
			Marketing Analytics	NUS School of Continuing and Lifelong Education (SCALE)
			Understanding Big Data & Data Analytics for Hospitality Professionals	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Customer Experience	Customer Feedback and Relationship Management	2	Managing Disruption with Future-Proof Workplace Communication Skills	NUS School of Continuing and Lifelong Education (SCALE)
			Optimising Revenues and winning Customers with Service Excellence and Customer Delight	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Customer Experience	Customer Challenges Management	2	Handle Guests/Customers' Concerns and Feedback	Ascott International Management (2001) Pte
People Management	People and Relationship Management	1	Work in a Diverse Service Environment	Civil Service College
			Effective Customer Service Skills (Module 1)	Impact Management Seminars Pte Ltd
			Applying Emotional Intelligence at the Workplace	Impact Management Seminars Pte Ltd
			WSQ Workplace Training for "Work in a Diverse Service Environment"	Leacov Singapore Pte. Ltd.
			Work in a Diverse Service Environment	Mendaki Social Enterprise Network Singapore Pte. Ltd.
			WSQ Work in a Diverse Service Environment	NTUC Learninghub Pte. Ltd.
			Optimise Performance in Diverse Service Environment (in Chinese)	Singapore Chinese Chamber Institute of Business
			Working Together for Professional Service	Singapore Institute of Hospitality
			Work in a Diverse Service Environment	Singapore Institute of Retail Studies (SIRS)
			Work in a Diverse Service Environment	Singapore Sports Council
Work in a Diverse Service Environment	Training Vision Institute Pte. Ltd.			

Sales and Marketing	Sales Delivery	1	Optimising Revenues and winning Customers with Service Excellence and Customer Delight	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Sales and Marketing	Sales Delivery	2	Apply Upselling and Suggestive Selling Techniques	Singapore Institute of Hospitality
			Apply Upselling and Suggestive Selling Techniques (SF)	Ascott International Management (2001) Pte Ltd
			Apply Upselling and Suggestive Selling Techniques	Shatec Institutes Pte. Ltd.
			Optimising Revenues and winning Customers with Service Excellence and Customer Delight	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Customer Experience	Service Excellence	1	Optimising Revenues and winning Customers with Service Excellence and Customer Delight	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Customer Experience	Service Excellence	2	Optimising Revenues and winning Customers with Service Excellence and Customer Delight	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Front Office Operations and Services	Tourism Promotion	2	Promote Tourism	Singapore Institute of Hospitality
			Promote Tourism	Ascott International Management (2001) Pte Ltd

For Generic Skills and Competencies (GSCs) programme listing, please refer to Section (v) (c) - View the *Training Programmes for Generic Skills and Competencies (GSCs)* section, or click on this [link](#) to view the GSCs Programme Listing.