

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 Executive/Catering Sales Executive

Full Qualification Programmes	Providers
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Technical Skills and Competencies (TSC)			Modular Programmes	Providers
Category	Title	Proficiency Level		
General Management	Business Negotiation	3	Apply Basic Negotiation skills and techniques	Auston Institute of Management Pte. Ltd.
			Essential Skills for Negotiation	Capelle Academy Pte. Ltd.
			Apply Basic Negotiation Skills and Techniques	Institute of Singapore Chartered Accountants
			Winning Ways in Successful Negotiations	Malvern International Academy Pte. Ltd.
			WSQ Apply Basic Negotiation Skills and Techniques	SFIC Institute Pte. Ltd.
			Apply Basic Negotiation Skills And Techniques	Singapore Chinese Chamber Institute of Business
			Developing Self Effectiveness for Business Performance.	Singapore Institute of Management (SIM)
			BM WSQ: Apply Basic Negotiation Skills and Techniques	Singapore National Employers Federation
			Apply Basic Negotiation Skills and Techniques	Singapore Training & Development Association (STADA)
Getting to Yes, The Art of Successful Negotiation	The Leadership Institute Pte. Ltd.			
Sales and Marketing	Customer Acquisition Management	3	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)
			Using Digital Marketing to Optimising Revenues and acquiring Customers	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
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)
Sales and Marketing	Customer Behaviour Analysis	3	Analyse the Impact of Customer Behaviour on Sales & Marketing Strategies	Auston Institute of Management Pte. Ltd.
			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	3	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)
Risk and Compliance Management	Legal Compliance Management	3	Facilitate compliance with legislative and regulatory requirements	Lloyd McGill Pte Ltd
Sales and Marketing	Market Research	2	Customer Insight Begins with Me	NUS School of Continuing and Lifelong Education (SCALE)
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			Data-driven Customer Experience	NUS School of Continuing and Lifelong Education (SCALE)
			Marketing Analytics	NUS School of Continuing and Lifelong Education (SCALE)
Business Development	Proposal Writing	3	Write Proposal	Alue Singapore Pte Ltd
Revenue and Distribution Management	Room Revenue Management	3	Apply Principles of Revenue Management	Shatec Institutes Pte. Ltd.
			Revenue Management and Distribution for Practitioners	SITLEARN Professional Development, Singapore Institute of Technology (SIT)
Sales and Marketing	Sales Delivery	3	Sell Products and Services	Ascott International Management (2001) 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	3	Establish Relationship for Customer Confidence	Andalus Corporation Pte Ltd
			Establish Relationships for Customer Confidence	Avanta Global Pte. Ltd.
			Establish Relationships for Customer Confidence	Center for Competency-Based Learning and Development Pte. Ltd.
			Establish Relationships for Customer Confidence	Civil Service College
			Establish Relationships for Customer Confidence	DSI Academy Pte. Ltd.
			WSQ Establish Relationships for Customer Confidence	Educare International Consultancy Pte. Ltd.
			Effective Customer Service Skills	Impact Management Seminars Pte Ltd

		Building Rapport to Create Selling Opportunities	Impact Management Seminars Pte Ltd
		Establish Relationships for Customer Confidence	Leacov Singapore Pte. Ltd.
		WSQ Establish Relationships for Customer Confidence	NTUC Learninghub Pte. Ltd.
		Establish Relationship for Customer Confidence	Training Masters Workforce Institute Pte Ltd
		Establish Relationships for Customer Confidence	Training Vision Institute Pte. Ltd.
		Optimising Revenues and winning Customers with Service Excellence and Customer Delight	SITLEARN Professional Development, Singapore Institute of Technology (SIT)

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.