

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - DIRECTOR OF SALES/DIRECTOR OF CATERING/ ASSISTANT DIRECTOR OF SALES/ASSISTANT DIRECTOR OF CATERING				
Sector	Hotel and Accommodation Services			
Track	Sales and Marketing			
Sub-Track	Sales and Catering			
Occupation	Sales Professional			
Job Role	Director of Sales/Director of Catering/Assistant Director of Sales/Assistant Director of Catering			
Job Role Description	<p>The Director of Sales/Director of Catering/Assistant Director of Sales/Assistant Director of Catering directs all sales activities including the corporate and leisure segments, to maximise revenue for the property. He/She leads the conduct of market research, and the development and implementation of sales strategies and programmes to acquire sales growth through channel management, network expansion and customer acquisition and retention. He directs sales lead generation and supports sales engagements for key clients to acquire sales. He stays abreast of international trends within the industry by attending international events and conventions related to his work.</p> <p>To optimise revenue generation for the property, he works closely with the revenue management function to establish price rates and manages the department's sales performance to achieve sales targets. He makes decisions on contract deviations and performs service recovery for account retention. He sets the service standards for the sales department and oversees staff training and performance review. He is also responsible for the department's monthly reporting needs as well as budget forecast and utilisation.</p> <p>Innovative and forward-thinking, he keeps abreast of the market trends and major industry events and activities to identify new opportunities and convert them into actual sales. He possesses good communication and people management skills and is able to multi-task and lead his team to meet sales targets. He commutes frequently to identify and develop key sales opportunities and may be required to work irregular hours depending on the schedule of the clients.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks		
	Develop sales strategies	Lead review of client segmentation to strengthen client portfolios Lead review of competitor landscape and customer demand to identify sales opportunities Lead the development of new sales channels and networks Lead the development of sales strategies to capitalise on new sales opportunities Work with revenue management function to establish and manage price rates		
	Create sales opportunities	Formulate criteria for sales leads generation Lead participation in relevant industry events, trade exhibitions and sales trips for networking and lead generation Review sales channel partnerships for sales growth Review customer acquisition programmes		
	Manage sales activities to achieve sales	Lead hotel inspections and host key clients Present sales proposals to key clients Oversee sales negotiations Lead follow-up with key clients to close sales Review sales contracts to ensure alignment to contract management guidelines Lead the management of staff performance to achieve departmental sales targets		
	Manage client relationships	Lead decisions on guests' and/or customers' requests that deviate from signed sales contracts Lead service recovery for retention of guests and/or customers and future business Review measures to enhance guest and/or customer retention and loyalty		
	Manage human resources, finance and report management	Present sales reports and recommendations for management updates and decision-making Lead budget forecasting processes for the department Oversee departmental budget utilisation against work plans Oversee the implementation of capability development plans for staff		
	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 4	Leadership	Advanced
	Business Negotiation	Level 5	Decision Making	Advanced

Skills and Competencies	Business Opportunities Development	Level 5	Sense-Making	Advanced	
	Business Presentation Delivery	Level 5	Problem Solving	Advanced	
	Business Relationship Building	Level 5	Interpersonal Skills	Advanced	
	Customer Acquisition Management	Level 5			
	Customer Behaviour Analysis	Level 5			
	Customer Feedback and Relationship Management	Level 5			
	Customer Challenges Management	Level 4			
	Dispute Resolution	Level 5			
	Legal Compliance Management	Level 5			
	Market Research	Level 5			
	Organisational Relationship Building	Level 4			
	People and Performance Management	Level 5			
	People Development	Level 4			
	Proposal Writing	Level 4			
	Room Revenue Management	Level 5			
	Revenue Optimisation	Level 5			
	Sales Channel Management	Level 5			
	Sales Delivery	Level 4			
	Sales Trends and Opportunities Analysis	Level 5			
	Service Excellence	Level 4, Level 5			
Staff Management	Level 5				
Programme Listing	For a list of Training Programmes available for the Hotel and Accommodation Services sector, please visit www.skillsfuture.sg/skills-framework/has				

The information contained in this document serves as a guide.