

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - SALES COORDINATOR/CATERING SALES COORDINATOR				
Sector	Hotel and Accommodation Services			
Track	Sales and Marketing			
Sub-Track	Sales and Catering			
Occupation	Sales Professional			
Job Role	Sales Coordinator/Catering Sales Coordinator			
Job Role Description	<p>The Sales Coordinator/Catering Sales Coordinator undertakes administrative duties to support the department in the achievement of sales targets. He/She maintains customer and sales lead databases and supports the administration of customer acquisition programmes and the conduct of sale engagements. His responsibilities include providing responses to first-level customer enquiries, assisting to schedule sales engagement appointments for the sales team and preparing information packages, sales kits, as well as sales-related documents.</p> <p>To support client relationship management, he assists to follow up on guest and/or customer booking requirements and collates information on their satisfaction levels as well as purchasing behaviours and characteristics for review. He also prepares sales contracts for renewal, generates sales reports for management reporting and administers inventory control of collateral materials and corporate gift items.</p> <p>He is a proactive and meticulous individual with good administrative and organisational skills. He is able to work independently and as a team in a fast-paced environment. He may be required to work during evenings, weekends and public holidays, depending on the availability of the guests and/or customers.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Create sales opportunities	Key Tasks	
			Maintain database of sales leads	
			Assist to schedule sales engagement appointments for the sales team	
	Manage sales activities to achieve sales	Collect customer data to support the administration of customer acquisition programmes		
		Provide responses to first-level customer enquiries		
		Prepare information packages and sales kits to support sales engagement		
		Assist to prepare sales-related documents to support sales process		
	Manage client relationships	Prepare sales contracts for renewal		
		Follow up with guests and/or customers on their booking requirements		
		Collate guest and/or customer satisfaction level for review		
	Support sales administration operations	Collate data on customer purchasing behaviour and characteristics to support customer data analysis		
		Maintain database of guests and/or customers		
		Administer inventory control of collateral materials and corporate gift items		
Generate sales reports for management reporting				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Asset and Inventory Management	Level 2	Communication	Basic
	Customer Behaviour Analysis	Level 2	Interpersonal Skills	Basic
	Customer Feedback and Relationship Management	Level 1, Level 2	Managing Diversity	Basic
	Customer Challenges Management	Level 2	Digital Literacy	Basic
	Legal Compliance Management	Level 1	Teamwork	Basic
	People and Relationship Management	Level 1		
	Proposal Writing	Level 2		
	Report Writing	Level 1, Level 2		
	Sales Delivery	Level 1, Level 2		
	Service Excellence	Level 1, Level 2		
	Technology Adoption and Innovation	Level 2		
	Tourism Promotion	Level 2		
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.