

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES					
SKILLS MAP - SALES EXECUTIVE/CATERING SALES EXECUTIVE					
Sector	Hotel and Accommodation Services				
Track	Sales and Marketing				
Sub-Track	Sales and Catering				
Occupation	Sales Professional				
Job Role	Sales Executive/Catering Sales Executive				
Job Role Description	<p>The Sales Executive/Catering Sales Executive promotes the property and is accountable for booking individual and group businesses and converting it to profits for the property. He/She analyses guest and/or customer information and monitors the market landscape to support the development of sales strategies. He contributes to the acquisition of sales through generating and following up on sales leads, executing customer acquisition programmes as well as conducting and closing sales.</p> <p>To maintain an excellent relationship and rapport with guests and/or customers, he follows up closely on guest and/or customer requests, feedback and concerns to ensure customer satisfaction. He is also responsible for supporting sales administration within the department which includes coordinating sales activities, tracking sales progress and preparing sales reports.</p> <p>Well-organised and resourceful, he leverages on his knowledge to tailor solutions to meet guest and/or customer requirements. He also possesses strong communication and interpersonal skills to establish excellent rapport with guests and/or customers. He may be required to commute frequently to close sales leads and may also work irregular hours depending on the nature and schedule of events and activities.</p>				
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks			
	Develop sales strategies	Analyse client portfolios to support sales strategy development			
		Monitor competitive landscape and customer demand to support sales strategy development			
		Identify and assess potential sales channels			
	Create sales opportunities	Identify new contacts to generate sales leads			
		Follow up on networking interactions and leads			
		Coordinate with sales channels to roll out sales strategies			
		Implement customer acquisition programmes			
	Manage sales activities to achieve sales	Provide responses to guest and/or customer enquiries and requests			
		Apply consultative selling techniques to identify guest and/or customer needs			
		Recommend range of products and services according to guest and/or customer needs			
		Apply upselling techniques and strategies			
		Conduct venue inspections with guests and/or customers			
		Prepare sales proposals and quotations			
		Follow up with guests and/or customers to close sales			
		Prepare standard sales contracts			
Manage client relationships	Coordinate with relevant departments to fulfil guest and/or customer requirements in the sales contracts				
	Escalate guest and/or customer requests that deviate from signed sales contracts				
	Follow up on guest and/or customer concerns and feedback to resolve issues and ensure customer satisfaction for repeat business				
	Monitor guest and/or customer feedback to enhance product and service offerings				
	Analyse guest and/or customer data and purchasing behaviour to guide customer relationship management				
Support sales administration operations	Coordinate sales activities with the sales team				
	Track department's sales achievements against sales targets				
	Prepare sales reports for tracking and analyses				
	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)		
	Business Negotiation	Level 3	Service Orientation	Intermediate	
	Business Presentation Delivery	Level 3	Problem Solving	Intermediate	

Skills and Competencies	Business Relationship Building	Level 3	Communication	Intermediate	
	Customer Acquisition Management	Level 3	Interpersonal Skills	Intermediate	
	Customer Behaviour Analysis	Level 2, Level 3	Digital Literacy	Intermediate	
	Customer Feedback and Relationship Management	Level 3			
	Customer Challenges Management	Level 3			
	Hospitality Venue Inspection	Level 3			
	Legal Compliance Management	Level 3			
	Market Research	Level 2, Level 3			
	Organisational Relationship Building	Level 3			
	Proposal Writing	Level 3			
	Report Writing	Level 3			
	Room Revenue Management	Level 3			
	Sales Channel Management	Level 3			
	Sales Delivery	Level 3			
	Service Challenges	Level 3			
Service Excellence	Level 3				
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.