

SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES SKILLS MAP - SALES MANAGER/CATERING SALES MANAGER/ ASSISTANT SALES MANAGER/ASSISTANT CATERING SALES MANAGER		
Sector	Hotel and Accommodation Services	
Track	Sales and Marketing	
Sub-Track	Sales and Catering	
Occupation	Sales Professional	
Job Role	Sales Manager/Catering Sales Manager/Assistant Sales Manager/Assistant Catering Sales Manager	
Job Role Description	<p>The Sales Manager/Catering Sales Manager/Assistant Sales Manager/Assistant Catering Sales Manager is responsible for generating revenues for the property. He/She develops sales leads, conduct sales engagements, manages sales channels and monitors customer acquisition programmes. To achieve sales growth, he analyses market trends and develops sales plans to expand sales channels and clientele base. He also participates in industry events for networking and lead generation.</p> <p>To establish excellent relationships and build rapport for guest and/or customer retention, he follows up closely on their requests and feedback, leads the resolution of escalated feedback and concerns and develops measures for customer retention. He also monitors the team's sales performance against targets, prepares reports for management reviews and assists the head of department in preparing and implementing the annual sales budget. As a senior member of the team, he provides guidance to staff in the conduct of sales engagements.</p> <p>He is a resourceful and innovative individual who is able to demonstrate initiative in identifying new opportunities and converting them into actual sales. He builds good rapport with new and existing guests and/or customers by pro-actively anticipating their needs and providing customised product and service offerings to meet those needs. He commutes frequently to maintain rapport with potential and existing clients, and networks extensively outside of the office to stay in close contact with key industry stakeholders.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop sales strategies	Develop measures to strengthen guest and/or customer portfolios Analyse competitor landscape and customer demand to identify sales opportunities Propose sales channels and network expansion plans Review sales performance and evaluate effectiveness of sales strategies to improve sales
	Create sales opportunities	Qualify and develop sales leads Participate in relevant industry events, trade exhibitions and sales trips for networking and lead generation Manage sales channels to optimise sales Monitor customer acquisition programmes
	Manage sales activities to achieve sales	Handle escalated guests' and/or customers' enquiries and requests Develop consultative selling and upselling strategies to identify guests' and/or customers' needs and increase sales Review recommendations of products and services to match guests' and/or customers' needs Conduct hotel inspections for clients Prepare and present sales proposals and quotations Conduct negotiation of sales contracts Lead follow-up with customers to close sales Prepare customised sales contracts in accordance with agreed terms and conditions
	Manage client relationships	Collaborate with relevant departments to meet guests' and/or customers' requirements in the sales contracts Develop action plans for guests' and/or customers' requests that deviate from signed sales contracts Lead resolution of escalated guests' and/or customers' feedback and concerns Review guests' and/or customers' feedback to propose improvements to enhance product and service offerings Develop measures to enhance guest and/or customer retention and loyalty
	Manage human resources, finance and report management	Prepare regular and ad-hoc sales-related reports for management reviews Support budget forecasting processes for the department Manage financial budgets in accordance with departmental work plans Guide staff in the conduct of sales engagements

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)				
		Budgeting	Level 3	Service Orientation	Advanced		
	Business Negotiation	Level 4	Problem Solving	Advanced			
	Business Opportunities Development	Level 4	Communication	Intermediate			
	Business Presentation Delivery	Level 4	Decision Making	Advanced			
	Business Relationship Building	Level 4	Interpersonal Skills	Intermediate			
Skills and Competencies	Customer Acquisition Management	Level 4					
	Customer Behaviour Analysis	Level 4					
	Customer Feedback and Relationship Management	Level 4					
	Customer Challenges Management	Level 3					
	Dispute Resolution	Level 4					
	Hospitality Venue Inspection	Level 3					
	Legal Compliance Management	Level 3					
	Market Research	Level 4					
	Organisational Relationship Building	Level 3					
	Proposal Writing	Level 3, Level 4					
	Report Writing	Level 3, Level 4					
	Room Revenue Management	Level 4					
	Sales Channel Management	Level 4					
	Sales Delivery	Level 3, Level 4					
	Sales Trends and Opportunities Analysis	Level 4					
	Service Challenges	Level 4					
	Service Coaching	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.