

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Sales and Marketing					
TSC	Marketing Strategy Development and Implementation					
TSC Description	Develop sales and marketing strategies and operational plans and evaluate performance outcomes to identify improvements to enhance sales performance and achieve organisational strategic objectives					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
					HAS-SPI-5011-1.1	HAS-SPI-6011-1.1
					Develop and implement sales and marketing operational plans	Direct the development of organisational sales and marketing strategies and business targets to achieve organisational strategic objectives
Knowledge					<ul style="list-style-type: none"> Sales and marketing objectives Dimensions of marketing effectiveness Market trends and developments Factors impacting sales and marketing operational plans Principles of SMART goals Sustainable and competitive advantage of the organisation Situational analysis methods Industry practices in sales and marketing Components of customer analysis Relationship marketing and value-selling Techniques for gap analysis Tools for reporting marketing performance 	<ul style="list-style-type: none"> Issues relating to development of sales and marketing strategies Factors to consider in the development of sales and marketing strategies Types of marketing strategies Critical success factors of sales and marketing strategies
Abilities					<ul style="list-style-type: none"> Establish strategic focus for sales and marketing plans in accordance with business operations 	<ul style="list-style-type: none"> Translate organisational strategic direction into sales and marketing strategic direction

					<ul style="list-style-type: none"> • Conduct situational analysis and review sales and marketing performance using key performance metrics • Identify and scope sales and marketing opportunities to guide the development of sales and marketing operational plans • Develop sales and marketing operational plans to align to organisational strategies and objectives • Establish performance targets to meet sales and marketing strategies and objectives • Implement and monitor sales and marketing activities and performance outcomes, based on designated schedules • Select performance metrics to measure effectiveness of sales and marketing operational plans • Evaluate sales and marketing outcomes against performance data and projections • Use evaluation outcomes to review sales and marketing operational plans to identify potential refinements • Implement corrective actions to improve sales revenue 	<ul style="list-style-type: none"> • Drive development of sales and marketing strategies and business targets to ensure alignment to organisational strategies and objectives • Evaluate implications of sales and marketing strategies and business targets • Direct review of business environment impact analysis to determine potential changes in sales and marketing strategies
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