

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

<b>TSC Category</b>	Sales and Marketing					
<b>TSC</b>	Sales Delivery					
<b>TSC Description</b>	Manage sales delivery activities to achieve sales for the organisation through new and existing clientele					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>HAS-SNM-1059-1.1</b>	<b>HAS-SNM-2059-1.1</b>	<b>HAS-SNM-3059-1.1</b>	<b>HAS-SNM-4059-1.1</b>		
	Recommend products and services offered by the organisation to guests, customers and/or clients to achieve sales	Perform upselling and suggestive selling to guests, customers and/or clients including establishing their requirements and managing their concerns and objections	Build relationships with new and existing guests, customers and/or clients to expand customer bases and secure sales	Develop sales plans, and manage sales accounts to meet sales goals		
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Profiles of potential guests, customers and/or clients and their needs</li> <li>Types, features and benefits of products and services offered by the organisation</li> <li>Importance of increasing the organisation's market share in the industry</li> <li>Sales delivery techniques for various types of potential guests, customers and/or clients</li> <li>Factors influencing credibility when pitching sales</li> <li>Guidelines for interpreting buying signals and closing sales</li> <li>Importance of finalising sales requirements</li> <li>Techniques for building rapport, engaging and maintaining contact with guests, customers</li> </ul>	<ul style="list-style-type: none"> <li>Guidelines for accessing information on organisation's products and services</li> <li>Types, features and benefits of products and services offered by the organisation</li> <li>Techniques for developing, maintaining, and getting updated on knowledge of organisation's products and services</li> <li>Guidelines for assessing information on guests, customers and/or clients</li> <li>Importance of knowing and clarifying guests', customers' and/or clients' needs to facilitate upselling and suggestive selling</li> <li>Concepts of upselling and suggestive selling</li> <li>Techniques and benefits of upselling and suggestive selling to guests, customers, and/or clients</li> </ul>	<ul style="list-style-type: none"> <li>Types, features and benefits of products and services offered by the organisation</li> <li>Sources of information about products and services</li> <li>Common requests and needs of guests, customers and/or clients</li> <li>Methods for responding to prospects' interest</li> <li>Guidelines for guests, customers and/or client interactions</li> <li>Do's and don'ts of sales etiquette</li> <li>Cross selling and other selling techniques</li> <li>Terms of sales agreement</li> <li>Payment methods and handling processes accepted by the organisation</li> </ul>	<ul style="list-style-type: none"> <li>Principles of sales strategies and sales cycles</li> <li>Departmental and individual sales objectives</li> <li>Components of a sales action plan</li> <li>Principles of key, marginal and dormant accounts management</li> <li>Strategy and account development</li> <li>Concept of yield management</li> <li>Sales performance gap analysis methods</li> <li>Guidelines on customer relationship building, sales and selling techniques</li> <li>Procedures for conducting site visits and inspections at organisation's premises</li> </ul>		

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	<p>and/or clients to garner repeat business</p> <ul style="list-style-type: none"> <li>Guidelines for responding to feedback and managing guests', customers' and/or clients' satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Guidelines and strategies to address guests', customers' and/or clients' concerns or objections</li> <li>Consumer Protection (Fair Trading) Act</li> </ul>				
<b>Abilities</b>	<ul style="list-style-type: none"> <li>Identify potential guests, customers and/or clients to conduct sales</li> <li>Prepare sales approaches to present products and services to guests, customers and/or clients</li> <li>Identify buying signals and maximise buying potential of guests, customers and/or clients by recommending complimentary products and services</li> <li>Confirm client requirements by analysing information gathered</li> <li>Close sales with guests, customers and/or clients, and finalise sales contracts in accordance with organisational procedures</li> <li>Confirm organisational capability to meet guests', customers' and/or clients' needs in consultation with relevant stakeholders and regulatory authorities</li> <li>Provide after-sales follow-up, and offer solutions to address guests', customers' and/or clients' feedback</li> </ul>	<ul style="list-style-type: none"> <li>Access, develop and maintain knowledge on organisation's products and services, in accordance with organisational procedures</li> <li>Recommend, explain and highlight product features and benefits, in accordance with guests', customers' and/or clients' needs</li> <li>Identify opportunities to perform upselling or suggestive selling, in accordance with guests', customers' and/or clients' needs</li> <li>Apply appropriate service techniques to encourage guests, customers and/or clients to experience recommended products and services, in accordance with their needs</li> <li>Determine reasons behind guests', customers' and/or clients' concerns or objections</li> <li>Perform follow-up actions to address queries, concerns or objections from guests, customers and/or clients with a positive note</li> </ul>	<ul style="list-style-type: none"> <li>Access, develop and maintain knowledge on organisation's products and services, in accordance with organisational procedures</li> <li>Source for new guests, customers and/or clients to build customer base</li> <li>Anticipate needs of new and regular guests, customers and/or clients</li> <li>Enquire on guests', customers' and/or clients' needs and address their concerns</li> <li>Adopt suitable selling techniques to make sales in line with guests', customers' and/or clients' needs</li> <li>Respond to cultural differences and preferences of guests', customers' and/or clients' profiles and needs</li> <li>Establish rapport when communicating with guests, customers and/or clients and anticipate their needs by observing verbal and non-verbal cues</li> <li>Close sales, clarify details and process adjustments to sales</li> </ul>	<ul style="list-style-type: none"> <li>Review account portfolios to increase sales</li> <li>Establish, map and execute sales action plans, in line with business objectives</li> <li>Maintain and manage active accounts</li> <li>Retain and manage selected marginal accounts</li> <li>Review dormant accounts to reactivate guests, customers and/or clients and revive sales</li> <li>Apply yield management strategies to maximise sales revenue</li> <li>Perform sales using appropriate selling techniques and in accordance with organisational procedures</li> <li>Prepare sites, products and services related to guests', customers' and/or clients' needs and conduct site visits and inspections with follow-ups</li> <li>Identify sales performance gaps and plan for sales actions</li> <li>Build rapport with key and developing accounts</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Provide feedback to appropriate stakeholders on products and service</li> <li>• Apply customer relationship management practices</li> <li>• Comply with legal requirements when recommending products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate professionalism in managing concerns or objections, in accordance with organisational standards</li> </ul>	<p>before conclusion of payment amount</p> <ul style="list-style-type: none"> <li>• Process documentation to complete sale agreement in accordance with organisational procedures</li> <li>• Use sales equipment to record charges for products and services, in accordance with organisational procedures</li> </ul>			
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