

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

TSC Category	Sales and Marketing					
TSC	Sales Trends and Opportunities Analysis					
TSC Description	Analyse sales trends and opportunities to manage inventory, evaluate sales strategies and pursue new sales leads to meet organisational sales and marketing objectives					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				HAS-ACE-4023-1.1	HAS-ACE-5023-1.1	
				Review sales data and trends to manage inventory and evaluate effectiveness of sales strategies to improve sales	Devise new sales and marketing opportunities from sales trends and pursue sales leads to meet sales and marketing objectives	
Knowledge				<ul style="list-style-type: none"> • Sources of sales data • Factors affecting sales data • Data collection methods • Sales performance analysis methods • Customer profiles and their preferences for different periods of the year • Impact of technology on marketing strategies • Importance of cross selling and upselling • Pricing structures and inventory of the organisation • Techniques for handling overbooking situations • Components of market intelligence • Importance of performance gap analyses and taking corrective actions to address these gaps • Methods of quantitative assessments 	<ul style="list-style-type: none"> • Sales demand patterns • Factors affecting demand and sales • Trends in consumer behaviour and preferences • Sales and marketing strategies • Criteria used to qualify customers • Communication techniques • Negotiation techniques 	
Abilities				<ul style="list-style-type: none"> • Collect and gather information on sales data 	<ul style="list-style-type: none"> • Evaluate opportunities to determine alignment to 	

				<ul style="list-style-type: none"> • Identify annual lull and peak periods, in line with business operations • Categorise customer demographics in line with business operations • Identify critical customers according to lull and peak periods of the year • Develop sales tactics to attract core customers • Perform revenue optimisation and competitive analyses • Identify performance gaps and review sales objectives • Introduce cross selling and upselling into sales strategies • Manage and rectify overbooking situations in accordance with organisational procedures • Adjust market strategies in accordance with characteristics of critical customers • Implement corrective actions to address performance gaps 	<p>organisational growth strategies</p> <ul style="list-style-type: none"> • Identify opportunities that can be converted into potential sales leads to add value to the business • Perform competitive analyses • Develop sales strategies to attract core and potential customers • Communicate benefits and features of the organisation's products and services to potential customers to meet sales and marketing objectives • Pursue sales leads to meet sales and marketing objectives 	
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