

SKILLS FRAMEWORK FOR TOURISM SKILLS MAP - SALES DIRECTOR

Sector	Tourism	
Sub-Sector	Attractions/Meetings, Incentives, Conferences and Exhibitions/Tour and Travel Services	
Track	Business Development, Sales, Sponsorships and Marketing	
Occupation	Sales Professional	
Job Role	Sales Director	
Job Role Description	<p>The Sales Director assumes overall responsibility for the organisation's sales growth. By leading client segmentation and competitor analysis, he/she drives the development of sales strategies. He is also in charge of expanding sales channels and network, and drives client relationships by leading contract and customer service management. Through analysis of client behaviour, he aims to increase client acquisition and boost retention.</p> <p>Innovative and forward-thinking, he keeps abreast of the market trends and major industry events and activities to identify new opportunities and convert them into actual sales. He also serves as a mentor to the team and provides strategic guidance.</p> <p>He commutes frequently to identify and develop key sales opportunities. He stays abreast of international trends in the tourism industry by attending key international events and conventions related to his work.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop sales strategies	Lead review of client segmentation to strengthen client portfolio
		Lead review of competitor landscape and customer demand to identify sales opportunities
		Review sales channels and network expansion plans
		Set sales performance metrics and key performance indicators
		Review overall sales performance against key performance indicators
		Lead allocation and formation of sales teams to maximise results
		Lead development of sales strategies to align with client segmentation, competitor analysis and overall corporate strategies
	Create sales opportunities	Lead participation in relevant industry events for networking and lead generation
		Lead development of sales pipeline
		Revise sales channels based on sales channel performance
	Acquire sales accounts	Present sales proposals to key clients
		Oversee sales negotiations
		Lead follow-up with key clients to close sales
	Manage client relationships	Approve client requests that deviate from signed sales agreements
		Lead resolution of client dissatisfaction of products and services delivery
		Lead analysis of customer relationship models to enhance client retention and loyalty
	Support human resource, technology and/or finance operations	Lead department's financial budgeting process to acquire funds for department's activities
		Oversee department's financial budget utilisation against departmental work plans

	Drive corporate governance measures				
	Manage subordinates' professional and career development				
	Manage department's recruitment and retention efforts				
	Lead technology application for improvements to productivity and innovation				
	Develop revised workplace technology approaches for productivity improvement and innovation				
	Specific to Attractions and Meetings, Incentives, Conferences and Exhibitions (MICE)				
	Manage event sales	Set guidelines and parameters for event sales			
		Approve complex client event requests and requirements			
		Lead collaboration with relevant internal stakeholders to enhance product and service offerings			
	Specific to Tour and Travel Services				
	Secure individual leisure sales	Manage sales teams at travel tradeshows and exhibitions			
		Collaborate with product and experience development department to develop pricing guidelines for leisure travel sales			
	Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
		Budgeting	Level 5	Communication	Advanced
		Business Data Analysis	Level 5	Developing People	Advanced
Business Negotiation		Level 5	Leadership	Advanced	
Business Performance Management		Level 5	Problem Solving	Advanced	
Contract Development and Management		Level 5	Resource Management	Advanced	
Corporate Governance		Level 5			
Customer Acquisition Management		Level 5			
Customer Behaviour Analysis		Level 5			
Customer Loyalty and Retention Strategy Formulation		Level 5			
Customer Relationship Management		Level 5			
Demand Analysis		Level 5			
Employee and Labour Relations		Level 5			
Financial Management		Level 5			
Learning and Development		Level 5			
Manpower Planning		Level 5			
Market Research		Level 5			
Networking		Level 5			
Organisational Vision, Mission and Values Formulation	Level 5				

	Resource Management	Level 5	
	Sales Target Management	Level 5	
	Service Excellence	Level 5	
	Stakeholder Management	Level 5	
	Strategy Planning	Level 5	
	Succession Planning	Level 5	
	Technology Scanning	Level 5	
	Tourism and Economic Development	Level 5	
Programme Listing	For a list of Training Programmes available for the Tourism sector, please visit www.skillsfuture.sg/skills-framework/tourism		

The information contained in this document serves as a guide.