

SKILLS FRAMEWORK FOR TOURISM
SKILLS MAP - SALES EXECUTIVE/TRAVEL CONSULTANT (SALES)

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 Executive/Travel Consultant (Sales)	
Job Role Description	<p>The Sales Executive/Travel Consultant (Sales) is responsible for monitoring competitor landscape to support the development of sales strategies. He/She also supports the acquisition of sales through generation and follow-up of leads. Through customers' enquires and feedback, he analyses customer behaviour to support client acquisition and retention.</p> <p>Innovative and resourceful, he keeps well-informed of the company's products and services. He leverages such knowledge to tailor solutions which meet clients' requirements. He also possesses strong communication and interpersonal skills to establish excellent rapport with clients to drive strong client retention.</p> <p>He commutes extensively to maintain rapport with potential and existing clients and to close sales leads. He networks outside of the office to stay in close contact with industry stakeholders.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop sales strategies	Analyse client portfolio to understand client segmentation
		Monitor competitor landscape and customer demand to provide market intel for strategy development
	Create sales opportunities	Follow up on networking interactions and leads
		Generate sales leads
		Maintain database of sales leads
	Acquire sales accounts	Apply consultative selling techniques to identify clients' needs
		Apply upselling techniques and strategies
		Recommend range of products and services according to clients' needs
		Provide email, social media or telephone responses to customer enquiries
		Assist in preparation of sales proposals
		Follow up with clients to close sales
	Manage client relationships	Escalate client requests that deviate from signed sales agreements
		Surface client dissatisfaction of product and services delivery to managerial and directorial levels
		Analyse client data and purchasing behaviour from customer relationship models
		Consolidate customer feedback and market sentiments for relevant internal stakeholders to enhance products and services
	Support human resource, technology and/or finance operations	Report budget utilisation and spending against department's approved financial budgets
Conduct research on market trends in relevant technology applications to improve productivity and innovation		
Provide feedback on usage of workplace technology		
Specific to Attractions and Meetings, Incentives, Conferences and Exhibitions (MICE)		

	Manage event sales	Provide first-level responses to clients' event requests and requirements		
		Provide responses to enquiries on venue facilities and specifications		
		Conduct site reces with clients		
		Gather information on clients' preferences and feedback		
	Specific to Tour and Travel Services			
	Secure individual leisure sales	Engage prospective clients at travel tradeshows and exhibitions		
		Engage clients to identify travel needs		
		Apply upselling techniques when developing itineraries with customers		
		Adhere to pricing guidelines for leisure travel sales		
		Perform Point Of Sale (POS) account consolidation		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Budgeting	Level 3	Communication	Intermediate
	Business Performance Management	Level 3	Service Orientation	Intermediate
	Contract Development and Management	Level 3	Teamwork	Intermediate
	Customer Acquisition Management	Level 3	Interpersonal Skills	Intermediate
	Customer Behaviour Analysis	Level 3	Problem Solving	Intermediate
	Customer Loyalty and Retention Strategy Formulation	Level 3		
	Customer Relationship Management	Level 3		
	Demand Analysis	Level 3		
	Market Research	Level 3		
	Proposal Writing	Level 3		
	Sales Closure	Level 3		
	Sales Target Management	Level 3		
	Service Excellence	Level 3		
	Stakeholder Management	Level 3		
	Strategy Implementation	Level 3		
	Technology Application	Level 3		
Technology Scanning	Level 3			
Tourism and Economic Development	Level 3			
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.