

**SKILLS FRAMEWORK FOR TOURISM  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

<b>TSC Category</b>	Business Development, Sales and Marketing					
<b>TSC</b>	Sales Target Management					
<b>TSC Description</b>	Evaluate and monitor sales targets and performance to plan and initiate actions to achieve excellence in sales delivery					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b> <b>TOU-SNM-3020-1.1-1</b>	<b>Level 4</b> <b>TOU-SNM-4020-1.1-1</b>	<b>Level 5</b> <b>TOU-SNM-5020-1.1-1</b>	<b>Level 6</b>
			Analyse and report feedback from customers and colleagues on sales factors to maintain and achieve excellence in sales delivery	Set, analyse and achieve store sales targets to guide sales performance in the stores, evaluate and monitor store productivity against business objectives, as well as identify factors that affect sales operations in stores	Plan and initiate actions to achieve overall sales targets with specific customers, and amend or create new sales targets based on evaluations	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• Key elements and features of a sales plan</li> <li>• Internal factors impacting sales outcomes</li> <li>• Trends in customer behaviours</li> <li>• Competitor activities</li> <li>• Economic activities</li> <li>• Role of customer feedback in growing sales</li> </ul>	<ul style="list-style-type: none"> <li>• Techniques to develop sales plans</li> <li>• Evaluative techniques for sales performance</li> <li>• Implications of competitor activities on sales teams' performance</li> <li>• Implications of economic activities on sales teams' performance</li> <li>• Techniques for growing sales for new and existing customer bases</li> <li>• Impact of marketing and promotional initiatives on sales</li> <li>• Techniques to manage sales channels</li> <li>• Techniques to interpret overall sales targets</li> <li>• Sales performance metrics and key performance indicators</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment of sales targets with organisation's strategic objectives</li> <li>• Impact of sales performance on organisation's strategic objectives</li> <li>• Impact of competitor activities on strategic objectives</li> <li>• Impact of economic activities on strategic objectives</li> <li>• Techniques to forecast overall sales targets</li> <li>• Techniques to revise overall sales targets</li> </ul>	

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<p><b>Abilities</b></p>			<ul style="list-style-type: none"> <li>• Analyse sales data and plan against sales targets</li> <li>• Analyse feedback from customers on factors affecting sales</li> <li>• Analyse market intelligence on competitors and customer demand</li> <li>• Provide inputs to sales target development</li> <li>• Execute sales plans to generate sales and achieve sales targets</li> </ul>	<ul style="list-style-type: none"> <li>• Set sales teams' targets, sales performance metrics and key performance indicators according to overall sales targets</li> <li>• Develop sales plans according to sales targets</li> <li>• Motivate teams to achieve sales targets through communication</li> <li>• Review business environments and raise potential changes in targets</li> <li>• Evaluate sales channels' and sales teams' performance against sales targets</li> <li>• Develop responsive actions to improve sales performance and achievement of sales targets</li> </ul>	<ul style="list-style-type: none"> <li>• Translate organisational strategic directions into sales, targets and objectives</li> <li>• Forecast sales from sales data to determine overall sales targets</li> <li>• Set sales performance metrics and key performance indicators for overall sales targets</li> <li>• Guide development of sales plans to achieve overall sales targets</li> <li>• Evaluate business environments to determine potential impact and/or changes to sales targets</li> <li>• Revise overall sales targets in alignment with current business environments and overall sales performance</li> <li>• Evaluate organisation's sales performance against overall sales targets</li> </ul>	
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