








Trends impacting this role

 Competitive Landscape	 Guest Preferences	 Technological Disruption	
 Data Analytics	 Enterprise Systems	 Robotics & Automation	

In the next **1 - 3 years...**



**HIGH** degree of change in tasks

The job will potentially require **EXTENSIVE JOB REDESIGN**

*Job role will likely be enlarged, reconfigured or enriched. As such, there will be a need to reskill job holders with new skills to maintain their employability.*

Responsibilities of the role today

The Sales Coordinator / Catering Sales Coordinator undertakes administrative duties to **support the department** in the **achievement of sales targets**. He/She **maintains customer** and **sales lead databases** and supports the **administration of customer acquisition programmes** and the **conduct of sale engagements**. His responsibilities include providing responses to first-level customer enquiries, assisting to schedule sales engagement appointments for the sales team and preparing information packages, sales kits, as well as sales-related documents.

Responsibilities of the role in the future

**Moving forward**, the job holder will be required to leverage technology to support the department in the achievement of sales targets. Technology will **automate labour-intensive and repetitive tasks** performed in this role, freeing up the job holder to handle and resolve **complex escalated client queries**. The job holder must be adept at **utilising digital tools** to better perform their tasks. He/she will require **stakeholder management** and **interpersonal skills** as this role sits at the intersection of departments and is required to collaborate with multiple stakeholders.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Create sales opportunities

Maintain database of sales leads and assist to schedule sales engagement appointments for the sales team and collate data to support customer acquisition programmes

- **Customer Relationship Management (CRM) systems track and maintain sales leads from all channels.** However, the job holder is still required to oversee the database and reconcile discrepancies that are flagged by the system.
- **Robotic Process Automation (RPA) and real-time notifications automate scheduling of sales engagement appointments**, providing visibility to all parties in the sales team. This will minimise the need for this role to manually update and monitor the scheduling of appointments.
- **Robotic Process Automation (RPA) automates collation of customer data**, allowing the job holder to tailor customer acquisition programmes.

Manage client relationships

Follow up with guests on their booking requirements, collate guest satisfaction levels and data on customer purchasing behaviour and characteristics for analysis

- Follow up with guests and/or customers on their booking requirements.
- The job holder may be required to **amalgamate customers' feedback** across various sources, including direct, indirect, and even online feedback to understand customer satisfaction levels. **Data analytics and visualisation tools** may **support the analysis of customers' feedback**, allowing the job holder to **better identify trends and areas for improvement**.
- A combination of **advanced analytics and Customer Relationship Management (CRM) systems** support the collection of data relating to **customer characteristics and purchasing behaviour** across both the hotel's internal systems and external sources, enabling the job holder to **obtain and analyse vast datasets**.



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Support sales administration operations	Maintain database of guests and inventory of collateral materials and corporate gift items, and generate sales reports for management reporting	<ul style="list-style-type: none"> <li>• <b>Customer Relationship Management (CRM) systems track and maintain sales leads</b> from all channels. However, the job holder is still required to oversee the database and reconcile discrepancies that are flagged by the system.</li> <li>• Administer inventory control of collateral materials and corporate gift items.</li> <li>• <b>Robotic Process Automation (RPA) automates the generation of sales reports</b> for management reporting, <b>freeing up the job holder</b> to make <b>recommendations</b>. Some human judgement may still be required for oversight and managing quality of output.</li> </ul>
Manage sales activities to achieve sales	Coordinate sales activities with the sales team, track department's sales achievements against sales targets and prepare sales contracts for renewal	<ul style="list-style-type: none"> <li>• Coordinate sales activities with the sales team.</li> <li>• Track department's sales achievements against sales targets.</li> <li>• <b>Robotic Automation Process (RPA) automates generation of sales contracts for renewal</b>, thus eliminating the need for this role to perform manual administrative tasks.</li> </ul>
	Prepare information packages, sales kits and documents to support sales engagement and provide responses to first-level customer enquiries	<ul style="list-style-type: none"> <li>• Prepare information packages and sales kits to support sales engagement.</li> <li>• <b>Automated answering systems and chatbots direct call and other query traffic to relevant channels for follow-up and offer ready-to-deliver responses for common guest queries</b>, minimising the job holder's effort in fielding incoming inquiries. However, the job holder will still be required to oversee the technology's performance and will need to answer more complex escalated queries.</li> <li>• <b>Robotic Automation Process (RPA) automates generation of sales-related documents</b>, thus eliminating the need for this role to perform manual administrative tasks. Some human judgement may still be required for oversight and managing quality of output.</li> </ul>







### Redesign possibilities

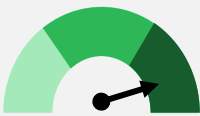
<b>Horizontal stacking</b>	<ul style="list-style-type: none"> <li>• Stacked with <i>Assistant Event Services Executive</i> to become <b>Sales / Catering / Events Associate</b>.</li> </ul>
<b>Segmentation</b>	<ul style="list-style-type: none"> <li>• Tasks in this role may be segmented depending on individual workers' profiles and needs to cater for alternative workers and the contingent workforce.</li> </ul>



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In addition to the Skills and Competencies identified in the [Skills Framework for Hotel and Accommodation Services](#), the following additional TSCs and CCSs have been identified as relevant for the job role going forward:

Additional Technical Skills and Competencies (TSCs)		
Business Negotiation	Consumer Intelligence Analysis*	Data Analytics
Stakeholder Management*	Vendor Management	

Additional Critical Core Skills (CCSs)		
Adaptability	Learning Agility	Self Management

- Skills denoted by an asterisk (\*) are not available in Skills Framework (SFw) for Hotel and Accommodation Services (HAS) but available in other SFw.
- Skills not marked are available in SFw for HAS but are not currently tagged to this job role in the function.