









Trends impacting this role

 Competitive Landscape	 Guest Preferences		
 AR/VR	 Enterprise Systems	 Robotics & Automation	

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



MEDIUM degree of change in tasks

The job will potentially require
MODERATE JOB REDESIGN

A fair proportion of the job tasks will be substituted by technology, with human intervention required for high value-adding tasks as against routine, repetitive tasks

Responsibilities of the role today

The Sales Executive / Catering Sales Executive promotes the property and is **accountable for booking individual and group businesses** and **converting it to profits** for the property. He/She **analyses guest and/or customer information** and **monitors the market landscape** to **support the development of sales strategies**. He contributes to the acquisition of sales through generating and following up on sales leads, executing customer acquisition programmes as well as conducting and closing sales.

Responsibilities of the role in the future

Moving forward, the job holder will continue to manage the booking of individual and group businesses for the property. Technology will **automate repetitive tasks**, such as the **generation of proposals and reports**, and **improve the pre-sales customer experience**. The job holder will be freed to focus on attending to guest/customer needs and **applying upselling strategies to drive sales**. This role will be increasingly important in the **acquisition and maintenance of customer relationships** to drive profits for the property. **Stakeholder management** and **interpersonal skills** continue to remain critical in this role.

Critical Work Function

Job tasks today

Job tasks within the next 3 years






Develop sales strategies	Analyse client portfolios, monitor competitive landscape and customer demand to support sales strategy development, and identify and assess potential sales channels		<ul style="list-style-type: none">Analyse client portfolios, monitor competitive landscape and customer demand to support sales strategy development, and identify and assess potential sales channels.
Create sales opportunities	Identify new contacts and follow up on networking leads to generate sales leads, roll out sales strategies and implement customer acquisition programmes		<ul style="list-style-type: none">Identify new contacts and follow up on networking leads to generate sales leads, roll out sales strategies and implement customer acquisition programmes.
Manage client relationships	Escalate guest requests that deviate from signed sales contracts, and monitor guest feedback to enhance guest retention and loyalty		<ul style="list-style-type: none">Escalate guest and/or customer requests that deviate from signed sales contracts.Customer Relationship Management (CRM) systems provide insights on guest and/or customer feedback, allowing the job holder to tailor product and service offerings to enhance guest experience.
Support sales administration operations	Coordinate sales activities with the sales team, track department's sales achievements against sales targets and prepare sales reports		<ul style="list-style-type: none">Coordinate sales activities with the sales team.Customer Relationship Management (CRM) systems track departments' sales achievements against sales targets, freeing up the job holder to engage guest and/or customers to drive sales.Robotic Process Automation (RPA) automates the generation of sales reports, freeing up the job holder to make recommendations. Some human judgement may still be required for oversight and managing quality of output.



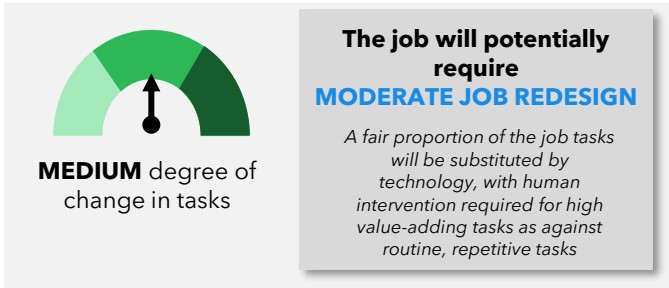
Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage sales activities to achieve sales	Provide responses to guest requests, conduct venue inspections and prepare sales proposals and quotations	<ul style="list-style-type: none">• Provide responses to guest and/or customer enquiries and requests.• Virtual Reality (VR) technologies support virtual property walkthroughs and venue inspections, eliminating the need for physical on-site inspections and walkthroughs and enabling a more efficient event planning process for the job holder. Human intervention is still required for physical on-site venue inspections depending on the scale and complexity of the event, as well as guest/customer needs.• Robotic Process Automation (RPA) automates the generation of sales proposals and quotations based on customer requirements, freeing up the job holder to follow up with guest and/or customers to drive sales.• Robotic Process Automation (RPA) automates the generation of standard sales contracts, freeing up the job holder to follow up with guest and/or customers to drive sales.
	Recommend range of products and services according, apply upselling and consultative techniques and strategies to identify guest needs and increase sales	<ul style="list-style-type: none">• Customer Relation Management (CRM) systems provide insights on guest preferences and spending patterns, allowing the job holder to tailor recommendations according to guest needs and ensure high levels of satisfaction.• Apply upselling and consultative techniques and strategies to identify guest needs and increase sales.



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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 Environment Analysis*	Consumer Intelligence Analysis*	Data Analytics
Stakeholder Management*	Technology Adoption and Innovation	Vendor Management

Additional Critical Core Skills (CCSs)		
Adaptability	Creative Thinking	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.