










Trends impacting this role

 Competitive Landscape	 Guest Preferences		
 AR/VR	 Data Analytics	 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 Manager / Catering Sales Manager / Assistant Sales Manager / Assistant Catering Sales Manager is responsible for **generating revenue for the property**. He/She **develops sales leads, conduct sales engagements, manages sales channels** and monitors **customer acquisition programmes**. To achieve sales growth, he analyses market trends and **develops sales plans to expand sales channels** and clientele base. He also participates in industry events for networking and lead generation.

Responsibilities of the role in the future

Moving forward, this role will continue to be responsible for conducting sales engagement, managing sales channels, and monitoring customer acquisition programmes. Technology will **automate certain repetitive tasks** performed by this role, such as the generation of standard proposals and quotations, and **improve the pre-sales customer experience**. The job holder will need to be reskilled in areas such as **data analytics** to inform better **decision-making** and **develop targeted sales strategies** in alignment to business priorities.

Critical Work Function

Job tasks today

Job tasks within the next 3 years

Develop sales strategies

Develop measures to strengthen client portfolios, analyse competitor landscape and guest demand to identify sales opportunities

- Develop measures to strengthen guest and/or customer portfolios.
- **Data analytics and visualisation tools** provide **insights on customer needs and profiles, trends and market dynamics**, allowing the job holder to better identify sales opportunities and formulate solutions and customer acquisition strategies for business development.

Propose sales channels and network expansion plans, and review effectiveness of strategies

- Propose sales channels and network expansion plans.
- **Data analytics and visualisation tools analyse sales performance**, allowing the job holder to make recommendations on sales strategies in alignment to business priorities to improve sales.

Create sales opportunities

Participate in relevant industry events for networking and lead generation, develop and manage sales leads, channels and customer acquisition programmes

- Participate in relevant industry events for networking and lead generation, develop and manage sales leads and channels.
- **Customer Relation Management (CRM) systems, data analytics and visualisation tools** provide **insights on performance of customer acquisition programmes**, allowing the job holder to tailor programmes to drive effective uptake of programmes.



Critical Work Function	Job tasks today	Job tasks within the next 3 years
Manage sales activities to achieve sales	Handle escalated guests' enquiries and requests, conduct hotel inspections and prepare and present sales proposals to clients.	<ul style="list-style-type: none"> Handle escalated guests' 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 inspections depending on the scale and complexity of the event as well as guests' needs. Robotic Process Automation (RPA) automates the generation of standard sales proposals and quotations based on customer requirements, freeing up the job holder to focus on customer relations.
	Develop consultative selling and upselling strategies to increase sales, and review recommendations of products and services to match guests' needs	<ul style="list-style-type: none"> Develop consultative selling and upselling strategies to increase sales, and review recommendations of products and services to match guests' needs.
Manage client relationships	Resolve concerns in the sales contracts, develop action plans for guests' requests that deviate from signed sales contracts and propose improvements to enhance guest retention and loyalty	<ul style="list-style-type: none"> Resolve concerns in the sales contracts. Develop action plans for guests' requests that deviate from signed sales contracts. Customer Relation Management (CRM) systems, data analytics and visualisation tools support the analysis of guests' feedback, allowing the job holder to tailor product and service offerings to better meet guests' needs. While this will augment decision-making, people and stakeholder management remain critical to ensure guest satisfaction.
Manage human resources, finance and report management	Support budget forecasting and manage financial budgets for the department and prepare sales-related reports for management reviews	<ul style="list-style-type: none"> Support budget forecasting Enterprise Resource Planning (ERP) solutions provide visibility on budget utilisation and operating expenses, allowing the job holder to identify deviations in budget utilisation and propose corrections to ensure adherence to planned budgets. Robotic Process Automation (RPA) automates sales-related reports for management reviews, allowing the job holder to make recommendations. Some human judgement may still be required for oversight and managing quality of output.
	Guide staff in the conduct of sales engagements	<ul style="list-style-type: none"> Guide staff in the conduct of sales engagements.

Redesign possibilities







Horizontal stacking

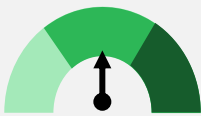
- Stacked with *Business Development Manager* and enlarged to become **Business Development Manager / Sales Manager / Catering Sales Manager**.



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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
Infographics and Data Visualisation*	Placemaking for Hospitality (NEW)	Stakeholder Management*
Technology Adoption and Innovation		

Additional Critical Core Skills (CCSs)		
Adaptability	Creative Thinking	Digital Fluency
Global Perspective	Learning Agility	

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