

SECTION 1
Name of the professional figure
Sales staff
Where it works
The sales staff works in the Department of Sales, providing complete and appropriate solutions for each customer in order to increase revenue and profit for the hotel
He/she works under the directives and supervision of the Owner and the most experienced sales staff.
The activities
a salesperson needs to focus on goals, actively seek and build relationships with potential customers. In particular, he/she should introduce, advise and convince customers to use products/services; resolve customer issues and complaints to ensure customer satisfaction and reliability; report to management levels on customer needs, problems and concerns; competitor activities and potential in business development of products/services. Besides, a salesman/saleswoman is also responsible for directly or indirectly finding, maintaining and developing a network of potential customers and partners.
Qualifications
a salesman/saleswoman should have a degree in tourism, hospitality, business administration, economics, foreign languages or a related major.
Technical skills
a salesman/saleswoman is able to self-motivate and set specific goals and focus on achieving them. Furthermore, it is necessary to be proficient in communication and negotiation to a wide range of audiences, proficient in work organization and time management, proficient in relationship management skills, and open-minded, willing to learn, and able to work independently and in a team.
Besides fully understanding hotel operations and hospitality industry, a salesman/saleswoman should be able to analyze situations, handle situations and make decisions based on results-focused thinking. He/she also needs to have customer-centered attitude to deliver the most suitable services for each customer
Computer and linguistic knowledge
Foreign languages: know and use fluently at least 1 foreign language (usually English), can communicate naturally and fluently with foreign guests.
Computer knowledge: be proficient in Microsoft Office tools such as Word, Excel, Powerpoint and familiar with CRM software; proficiently use the Internet to look up information when necessary.
Personality and availability
A professional hotel sales staff should ensure to equip some of the most core qualities as follows: <ul style="list-style-type: none"> - Having ambition and passion to set goals for themselves and plan to achieve those goals. - Being perseverant, especially when facing rejections from customers, to find solutions to convince customers to use the hotel's products and services. - Working independently to organize, arrange, plan work in order of priority. - Thinking positively to solve the problems and draw lessons from failure. - Having a high sense of responsibility for work and empathy with customers
Notes
Good communication and negotiation skills are indispensable qualities of a salesperson. When you build a good relationship with your customers, you have an 80% chance of success. Therefore, soft skills (listening skills, understanding customer psychology, ability to speak in public...) are important.
SECTION 2
Economic sector
Hospitality

Seniority level
Can be filled by a recent graduate (Basic level).
Academic qualification - I level
School of tourism – hotel/ school of business administration
Academic qualification - II level
School of tourism – hotel: hotel management/ tourism management School of business administration: business administration / human resource management / marketing/ economics
Academic qualification - III level
None