

Power**SHIFT**

Tourism and Hospitality
Career Profiles

Sales and Business
Development



Canada *Alberta*

Sales and Business Development

Transferable Competencies from Tourism and Hospitality to Electricity

Technical	Non-Technical	Foundational
Sales and Marketing	Excellence in Service Delivery	All
	Professionalism	
	Communication	
	Compliance	
	Security	
	Digital Competence	

Sample Tourism Occupations in this Functional Area

Reservation Sales Agent	Director of Sales and Marketing	Travel Manager
Sales Manager	Hotel General Manager	

Sample Tourism Occupational Profiles in this Functional Area

Reservation Sales Agent (Frontline)

Technical Competencies

SALES AND MARKETING

Conduct Sales Activities

- Recommend products and services to clients
- Close sales

Non-Technical Competencies

EXCELLENCE IN SERVICE DELIVERY

Deliver Excellent Service

- Meet clients' needs

Address Difficult Situations

- Address concerns and complaints

PROFESSIONALISM

Exhibit Professional Conduct

- Present professional image
- Maintain positive attitude

Collaborate with Others

- Develop professional network
- Address conflicts

Demonstrate Professional Skills

- Show initiative

COMMUNICATION

Communicate Effectively

- Demonstrate cross-cultural communication

COMPLIANCE

Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

SECURITY

Maintain Security Measures

- Report suspicious activities

DIGITAL COMPETENCE

Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

Sales Manager (Management)

Technical Competencies

SALES AND MARKETING

Manage Product/Service Development

- Research products, services and markets

Develop Sales and Marketing Strategies

- Develop integrated sales and marketing plan
- Determine sales channels
- Evaluate effectiveness of sales and marketing plan

Conduct Sales Activities

- Conduct sales prospecting
- Establish client relationships
- Recommend products and services to clients
- Close sales
- Follow up on sales

Conduct Marketing Activities

- Conduct direct marketing
- Conduct promotional activities

Non-Technical Competencies

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SECURITY

Maintain Security Measures

- Report suspicious activities

SUSTAINABILITY

Maximize Benefits to Community

- Support human and labour rights

DIGITAL COMPETENCE

Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

Director of Sales and Marketing (Management)

Technical Competencies

SALES AND MARKETING

Manage Product/Service Development

- Build culture of innovation
- Research products, services and markets
- Establish pricing model

Develop Sales and Marketing Strategies

- Conduct situational analyses
- Develop integrated sales and marketing plan
- Develop branding
- Develop sales channels
- Develop digital strategy
- Evaluate effectiveness of sales and marketing plan

Oversee Sales and Marketing Activities

- Oversee sales and marketing activities

Conduct Sales Activities

- Conduct sales prospecting
- Establish client relationships
- Recommend products and services to clients
- Close sales
- Follow up on sales

Conduct Marketing Activities

- Conduct direct marketing
- Purchase media advertising
- Develop advertising content
- Develop marketing/promotional materials
- Conduct digital marketing activities
- Manage web presence
- Manage online reviews
- Conduct promotional activities

FINANCE

Manage Finances

- Prepare financial forecasts

Non-Technical Competencies

EXCELLENCE IN SERVICE DELIVERY

Promote Culture of Service Excellence

- Create culture of service excellence
- Monitor clients' satisfaction
- Follow up on clients' feedback

Deliver Excellent Service

- Meet clients' needs

Address Difficult Situations

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COMPLIANCE

Facilitate Compliance

- Facilitate compliance with policies and procedures

Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

HEALTH AND SAFETY

Create Safe Environment

- Assess potential hazards
- Safeguard employee safety

Technical Competencies

HUMAN RESOURCES MANAGEMENT

Manage Workforce

- Comply with human rights legislation's duty to accommodate

Manage Alternate Workforce

- Manage remote workforce

Hire Employees

- Develop job postings
- Screen candidates

Develop Employees

- Conduct orientation and onboarding
- Engage employees

Manage Employee Departures

- Conduct exit interviews

Non-Technical Competencies

SUSTAINABILITY

Maximize Benefits to Community

- Support human and labour rights

DIGITAL COMPETENCE

Administer Information and Communication Technology Procedures

- Generate reports
- Liaise with information and communication technology specialists

Use Digital Applications

- Enter and retrieve data
- Conduct online research
- Troubleshoot issues with applications and computers

Hotel General Manager (Management)

Technical Competencies

SALES AND MARKETING

Manage Product/Service Development

- Build culture of innovation
- Research products, services and markets

Develop Sales and Marketing Strategies

- Conduct situational analyses
- Develop integrated sales and marketing plan
- Develop branding
- Develop sales channels
- Develop digital strategy
- Evaluate effectiveness of sales and marketing plan

Oversee Sales and Marketing Activities

- Oversee sales and marketing activities

Conduct Sales Activities

- Conduct sales prospecting
- Establish client relationships
- Recommend products and services to clients
- Close sales
- Follow up on sales

FINANCE

Manage Finances

- Maintain accounting information
- Manage assets
- Prepare financial forecasts

HUMAN RESOURCES MANAGEMENT

Manage Workforce

- Comply with human rights legislation's duty to accommodate

Manage Alternate Workforce

- Manage remote workforce
- Manage contractors

Non-Technical Competencies

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COMPLIANCE

Develop Policies and Procedures

- Incorporate legislation into policies and procedures

Facilitate Compliance

- Facilitate compliance with policies and procedures

Comply with Legislation, Policies and Procedures

- Comply with legislation and regulations

Technical Competencies

HUMAN RESOURCES MANAGEMENT

- Manage students in work experience programs

Hire Employees

- Develop job postings
- Screen candidates

Develop Employees

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- Engage employees

Manage Employee Departures

- Conduct exit interviews

Non-Technical Competencies

HEALTH AND SAFETY

Create Safe Environment

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- Safeguard employee safety

SECURITY

Maintain Security Measures

- Report suspicious activities

SUSTAINABILITY

Manage Sustainable Tourism Operations

- Promote sustainable construction and maintenance structures

Maximize Benefits to Community

- Support human and labour rights

DIGITAL COMPETENCE

Administer Information and Communication Technology Procedures

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- Liaise with information and communication technology specialists

Use Digital Applications

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Travel Manager (Management)

Technical Competencies

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- Establish pricing model

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If you have experience related to sales and business development in the tourism and hospitality industry, you may be interested in these occupations in the electricity industry:

- Renewable Energy Sales Specialist (i.e., Acquisition)
- Client Account Manager (i.e., Retention)
- Renewable Energy – Sales and Development Manager
- Business Development Specialist
- Market Trends Analyst