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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – BUSINESS DEVELOPMENT MANAGER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Sales | | | | | |
| **Occupation** | ICT Sales Professional | | | | | |
| **Job Role** | **Business Development Manager** | | | | | |
| **Job Role Description** | The Business Development Manager works to improve an organisation’s market position and achieve financial growth. He/She prospects new clients by networking, cold calling, advertising or other means of generating interest from potential clients He builds key customer relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions. He plans persuasive approaches and pitches to convince potential clients. He may manage the activities of others supporting business development.  He works in a fast-paced dynamic environment, frequently travels to clients' premises, and attends networking events. He is familiar with client relationship management and sales tools. He is knowledgeable of the organisation's products and services, as well as trends, developments and challenges of the industry domain.  The Business Development Manager is self-motivated and capable of setting clear and meaningful goals. He displays high levels of resilience when faced with challenges. He understands the consultative selling approach and is able to leverage on and support the role that marketing place in attracting, qualifying and nurturing prospective customers. He is articulate and creative in utilising his product and customer knowledge to close deals. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Implement business development strategy** | | Develop business development plans for sales team with critical success factors and targets | | | |
| Manage preparation of bid documents and proposals | | | |
| Oversee the development of campaigns, social media presence, seminars, forums, web-site content and case studies | | | |
| Oversee the development of sales tools to facilitate the selling process | | | |
| Develop long-range goals and objectives for market penetration | | | |
| Analyse business development approaches and strategies to determine their best use within the market | | | |
| Use sales tools for accurate forecasting of current and future business | | | |
| Update business development strategies in line with market and industry trends | | | |
| **Develop new business opportunities** | | Research potential clients, existing and new markets, products and services to identify new business opportunities | | | |
| Represent the organisation at business networks and industry events | | | |
| Identify new business opportunities for growing revenue, diversifying business streams and strengthening market position | | | |
| Obtain insights from business network on developments in product and/or service offerings in relation to industry needs | | | |
| Evaluate opportunities through financial feasibility studies, risk assessment and market research to inform business development decisions | | | |
| Present business trends and its impact on new products and/or services, and distribution channels | | | |
| Report on the status of new sales activities | | | |
| **Manage relationship with clients and channel partners** | | Develop engagement plans and activities to build and strengthen relationships with clients | | | |
| Engage clients regularly to uncover current and potential business concerns and needs | | | |
| Manage the resolution of client feedback and queries and escalate to higher level when needed | | | |
| Evaluate client feedback to identify areas for improvement and recommend changes to enhance client experience | | | |
| Communicate client feedback and market sentiments to relevant internal stakeholders to enhance products and/or services | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Budgeting | Level 4 | | Interpersonal Skills | | Advanced |
| Business Development | Level 4 | | Communication | | Advanced |
| Business Needs Analysis | Level 3 | | Problem Solving | | Intermediate |
| Business Negotiation | Level 4 | | Service Orientation | | Intermediate |
| Contract Management | Level 4 | | Transdisciplinary Thinking | | Intermediate |
| Customer Experience Management | Level 4 | |  | | |
| Data Analytics | Level 3 | |
| Market Research | Level 3 | |
| Networking | Level 4 | |
| Partnership Management | Level 4 | |
| Sales Strategy | Level 3 | |
| Stakeholder Management | Level 4 | |
| Technical Sales Support | Level 3 | |
| **Programme Listing** | For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |