

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Sales and Marketing					
TSC Title	Technical Sales Support					
TSC Description	Develop preliminary technical solutions, proposal or initial prototypes to address customers' needs. This includes analysis and diagnosis of customers' technical requirements, design of proof of concept, and delivery of product demonstrations and/or customisation samples as part of broader end-to-end solution to customers					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		ICT-SNM-2012-1.1	ICT-SNM-3012-1.1	ICT-SNM-4012-1.1	ICT-SNM-5012-1.1	
		Perform technical product demonstrations and shortlist potential solutions, resolving technical issues to meet customers' requirements	Analyse technical requirements and draft proof-of-concept for technical solutions to customers	Lead the design of customised technical solutions, demonstrating their value in relation to the broader end-to-end solutions delivered	Synthesise high-level trends in customer's technical requirements, and lead enterprise-wide proposals for technical products and solutions	
Knowledge		<ul style="list-style-type: none"> Commonly-received technical requests and requirements Range of the organisation's technical product and service solutions Various parts of technical products Usage and functioning of technical products 	<ul style="list-style-type: none"> Broad range of technical requests and requirements Pros, cons and features of the organisation's product and service solutions Prototype development Product testing and modelling Elements of a proof-of-concept 	<ul style="list-style-type: none"> Product specifications, functions, applications and interactions with other products Key components and considerations in value demonstrations Different elements in end-to-end technical solution Proof-of-concept modelling Process and parameters of technical solution customisation 	<ul style="list-style-type: none"> Trends and developments in customer's technical requirements Critical elements of technical sales proposals Interactions among different elements, products and aspects of a holistic end-to-end technical solution Process of developing product prototypes and models 	
Abilities		<ul style="list-style-type: none"> Record customer's technical requirements Assist customers in resolving basic technical issues, with reference to standard guidelines Shortlist potential product and service solutions that can meet customers' needs Deliver technical product demonstrations Communicate technical details and functions of 	<ul style="list-style-type: none"> Analyse technical requirements or non-standard customer requests Explain technical nuances, pros and cons of various solutions to the customer Support development of customised IT products, services and prototypes Model the proposed product and solution 	<ul style="list-style-type: none"> Diagnose customers' IT product and service needs Justify suitable technical solutions to address customers' needs Support the role of a specific technical product in the broader end-to-end solution delivered to customers Develop value demonstrations and proof-of-concept models 	<ul style="list-style-type: none"> Synthesise high-level trends and changes in customer's technical requirements Lead the design of enterprise-wide proposals for technical products and solutions to potential customers Direct the development of technical solutions, product prototypes and models 	

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		<p>products effectively to customers</p> <ul style="list-style-type: none"> • Support sale of technical solutions 	<ul style="list-style-type: none"> • Guide internal and external stakeholders in understanding technical details and functions of products and services offered • Draft proof-of-concept to support sales efforts • Identify appropriate solutions to meet customer's needs 	<ul style="list-style-type: none"> • Lead the design of customised technical solutions and programmes to meet customers' unique set of requirements • Lead the sale of technical products and services to key clients 	<ul style="list-style-type: none"> • Anticipate how technical aspects of a specific product can impact or be impacted by other elements in a broader, end-to-end solution • Provide expert technical advice to existing and potential customers 	
Range of Application						