

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRE-SALES DIRECTOR		
Sector	Infocomm Technology	
Track	Sales and Marketing	
Sub-track	Pre-Sales	
Occupation	ICT Sales Professional	
Job Role	Pre-Sales Director	
Job Role Description	<p>The Pre-Sales Director defines and articulates the organisation's strategy for securing technical wins with prospective clients. He/She focuses on developing key growth pre-sales strategies, tactics and action plans required to achieve revenue and/or sales targets. He advises the team on developing prototypes to ensure feasibility of solutions, and oversees the delivery of in-depth presentations and product demonstrations to clients. He solves complex problems and evaluates clients' needs with different perspectives.</p> <p>He works in a fast-paced and dynamic environment, and travels frequently to clients' premises for technical sales pitches and meetings. He is familiar with client relationship management and sales tools. He possesses deep product and technical knowledge, and is knowledgeable of the trends, developments and challenges of the industry domain.</p> <p>The Pre-Sales Director is target-driven and client centric, and has the ability to foster collaboration between stakeholders. He has a deep understanding of key business industries and knowledge of products and services in the market. He is strongly committed to developing talent and inspires his team members to pursue a common vision.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop business opportunities	Pursue up-sell and additional business development opportunities with existing customers
		Drive technical viability of proposed products and services
		Make recommendations for development and implementation of customisations and upgrades to existing products and services
		Oversee the development of technical product collaterals for use by sales staff and customers
		Advise the translation of clients' needs and business requirements into possible technical requirements and solutions
	Establish pre-sales strategy	Establish pre-sales parameters and protocols for the full portfolio of products and services
		Liaise with product management teams to define details of product and service roadmap
		Advise internal stakeholders on customers' needs, priorities and market trends
		Develop strategies to improve renewal rates of using the organisation's products and services among existing customers
	Deliver pre-sales presentations and product demonstrations	Oversee delivery of proposals, presentations, trainings and product demonstrations to customers
		Advise the team on narrative and message framing of presentations on solution recommendations
		Articulate projected benefits of the products and services to the customer
		Clarify customer concerns on the products and services
		Advise on technical aspects of contracts for negotiation
	Develop solution prototypes	Oversee the diagnosis of technical issues arising from the development of prototypes
		Oversee the development of Proof-of-Concepts to establish feasibility of products and services based on the client's needs and requirements
		Outline solution objectives, technical requirements, schedules, deliverables and cost estimates
		Manage the development of prototypes in collaboration with the customer and product development teams

	Manage people and organisation	Manage the budget expenditure and allocation across teams and projects		
		Monitor and track the team’s achievements and key performance indicators		
		Propose new operational plans, including targeted budgets, work allocations and staff forecasts		
		Acquire, allocate and optimise the use of resources		
		Develop learning roadmaps to support the professional development of the team		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies	
	Account Management	Level 4	Leadership	Advanced
	Budgeting	Level 4	Problem Solving	Advanced
	Business Development	Level 4	Resource Management	Advanced
	Business Needs Analysis	Level 4	Service Orientation	Advanced
	Business Negotiation	Level 5	Communication	Advanced
	Business Performance Management	Level 5		
	Data Analytics	Level 4		
	Learning and Development	Level 5		
	Manpower Planning	Level 4		
	Networking	Level 5		
	People and Performance Management	Level 4		
	Product Management	Level 4		
	Problem Management	Level 4		
	Project Management	Level 4		
	Sales Strategy	Level 5		
	Stakeholder Management	Level 5		
	Strategy Implementation	Level 4		
	Strategy Planning	Level 4		
	Technical Sales Support	Level 4		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict			

The information contained in this document serves as a guide.