TSC Category	Sales and Marketing				
TSC Title	Sales Channel Management				
TSC Description	Develop and implement a strategy to manage the channels and channel partners through which IT products and/or services are sold. This also includes the assessment and selection of suitable channel partners, establishment and expansion of alliances with channel partners and maintenance of a committed network of distributors				
TSC Proficiency Description	**Level 1**	**Level 2**	**Level 3**	**Level 4**	**Level 5**	**Level 6**
			ICT-SNM-3010-1.1	ICT-SNM-4010-1.1	ICT-SNM-5010-1.1	
			Assess and sustain alliances with distribution channels and channel partners, regularly managing their performance	Evaluate channel options and recommend optimal channels and partners, and formulate performance guidelines for channel partners to abide by	Develop an enterprise-wide channel sales strategy, including engagement and recruitment of channel partners and setting of key targets and performance expectations	
Knowledge			• Potential modes of product and service distribution • Various channel partners in the industry • Indicators and measurement of channel partner performance • Basics of channel partnership relationship management	• Assessment of market potential • Cost benefit analysis and risk assessment • Features, pros and cons of various distribution channels and partners • Organisation's branding or marketing guidelines, and implications on sales channel partners • Performance management and incentive system design	• Critical features and considerations in developing channel management strategy • Strategies to optimise sales • Pros, cons and organisational applicability of e-commerce sales channels • Key performance indicators for various sales channels and partners • Alliance and partnership building strategies • Strategies and approaches in sales channel management	
Abilities			• Assess potential online distribution channels and channel partners • Execute plan to engage and establish connections with sales channel partners	• Evaluate various channels' market potential for selling the organisation's products and services • Undertake cost-benefit analysis and risk	• Develop an organisation-wide channel sales strategy for IT products and services • Develop strategy to optimise sales through e-commerce and online channels	

			• Manage the performance of various channels in distributing the organisation's products and services • Track the consumer patterns via different sales channels • Manage multiple e-commerce or online channels virtually • Coordinate with channel partners to roll out new products and services • Sustain ongoing relationship with partners for various sales channels	assessment to evaluate sales channel options • Assess business viability of e-commerce and online sales channels • Recommend optimal sales channels and distribution partners to be incorporated into the channel management strategy • Formulate consistent guidelines and messaging for sales channels to abide by • Manage a large volume of e-commerce or online sales channels • Develop a performance tracking system to optimise performance of different sales channels	• Determine a set of key targets and performance indicators for different channels and channel partners • Establish a sales channel management framework to manage substantial networks of online channels, alliances, partners and distributors • Expand critical alliances and make inroads into new channels • Spearhead an organisational strategy to engage and recruit suitable channel partners	
Range of Application						