

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – SALES DIRECTOR		
Sector	Infocomm Technology	
Track	Sales and Marketing	
Sub-track	Sales	
Occupation	ICT Sales Professional	
Job Role	Sales Director	
Job Role Description	<p>The Sales Director determines sales targets, markets and product offering. He/She focuses on revenue target setting accountability, sales strategy and career development of others, liaising with professional staff and other managers on the medium- to long-term sales planning. He develops, communicates and implements the operational strategy, regularly leads important sales initiatives and has ultimate accountability for the sales function. He oversees the preparation and presentation of technical proposals and ensures that the complete plans are feasible within cost, time, and environmental constraints. He drives product differentiation and optimises the use of resources, evaluates partnership effectiveness, and advises on corrective action. He solves complex problems and adopts new perspectives to drive sales.</p> <p>He works in a fast-paced and dynamic environment, and travels to clients' premises for sales pitches and negotiations. He is familiar with client relationship management and sales tools, as well as sales operations and business practices. He knowledgeable of the trends, developments and challenges of the industry domain.</p> <p>The Sales Director is creative and self-motivated, and is dedicated to growing the business. He contributes his expertise to product development and brainstorming of marketing campaigns, as needed. He is a competent decision maker who exhibits flexibility amidst a rapidly changing environment. He strives to train talent and build successful teams.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Establish sales strategy	Develop long-range goals and objectives for market growth and penetration
		Analyse business development approaches and strategies to determine best use within the market
		Forecast current and future business based on market research and analysis of data from sales tools
		Formulate pricing structure and strategies
		Review sales and business development strategies to ensure relevance with market and industry trends
		Develop the unique selling propositions and differentiators based on market and competitor knowledge
	Establish channel sales partnerships	Establish relationships with new channel partners
		Manage important and strategic channels partners
		Review content of legal agreements with channel partners
		Drive compliance with established channel sales processes
		Negotiate partnership agreements
	Manage relationship with clients and channel partners	Lead the development of engagement initiatives and programmes to build and strengthen relationships
		Develop policies and processes for feedback management
		Engage strategic and high value accounts periodically
		Drive servicing of accounts
		Provide technical knowledge to sales teams and clients
		Influence senior stakeholders in client organisations to close deals
		Manage escalated issues and conflicts with clients and channel partners

	Manage channel sales operations	Establish incentive programmes to drive the achievement of sales targets and strategic objectives		
		Endorse marketing and promotional packages and co-marketing activities with channel partners		
		Manage internal resources and logistics to close sales		
		Lead negotiations of contracts with channel partners		
		Establish on boarding guidelines and protocols for channel partners		
		Establish mechanisms and processes to assess, clarify and validate partner needs		
		Coordinate efforts to meet partner performance objectives and expectations.		
		Deliver management reports on channel partner sales performance		
	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		
		Manage the performance and development process, including providing coaching and development opportunities to maximise the potential of each individual		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies	
	Account Management	Level 4	Leadership	Advanced
	Budgeting	Level 5	Interpersonal Skills	Advanced
	Business Development	Level 5	Decision Making	Advanced
	Business Needs Analysis	Level 5	Communication	Advanced
	Business Performance Management	Level 4	Problem Solving	Intermediate
	Business Negotiation	Level 4		
	Contract Management	Level 4		
	Customer Experience Management	Level 4		
	Data Analytics	Level 4		
	Learning and Development	Level 5		
	Manpower Planning	Level 4		
	Market Research	Level 4		
	Networking	Level 4		
	Partnership Management	Level 4		
	People and Performance Management	Level 4		
	Pricing Strategy	Level 4		
	Product Management	Level 4		
	Project Management	Level 4		
	Sales Channel Management	Level 5		

	Sales Strategy	Level 5	
	Stakeholder Management	Level 5	
	Strategy Implementation	Level 4	
	Strategy Planning	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.