

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – CHANNEL SALES MANAGER		
Sector	Infocomm Technology	
Track	Sales and Marketing	
Sub-track	Sales	
Occupation	ICT Sales Professional	
Job Role	Channel Sales Manager	
Job Role Description	<p>The Channel Sales Manager utilises strategies and tactics to win, maintain and expand relationships with channel partners. He/She works toward achieving sales, profitability, and channel partner recruitment objectives. He may represent selected number or the entire range of organisation products; develops and implements unique partner joint solutions that deliver a compelling value for target customers. He trains and educates channel sales partners about product and service offerings and features. He assesses, clarifies, and validates partner needs on an ongoing basis to ensure compliance with partner agreements and goals.</p> <p>He works in a fast-paced and dynamic environment that requires visits to channel partner sales premises. He is familiar with client relationship management and sales tools, as well as marketing and promotion methods. He possesses deep product knowledge, and is knowledgeable of industry trends, developments and challenges impacting channel partners.</p> <p>The Channel Sales Manager is self-motivated and service-oriented; able to effectively guide channel sales partners towards mutually beneficial priorities and objectives. He communicates product and product portfolio functionality and benefits in a simple and persuasive manner, ensuring that channel sales partners are self-sufficient.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Implement sales strategy	Define channel sales targets and objectives
		Forecast sales pipeline of various sales channels
		Manage the development, management and execution of go-to-market strategies
		Develop pricing approaches to support sales and market growth strategies
		Present managements reports on sales pipeline, revenue and performance
		Articulate competitive advantage of products and/or services to channel partners
	Establish channel sales partnerships	Oversee the evaluation and recruitment of channel partners
		Facilitate agreement on mutual performance objectives, financial targets, and critical milestones with channel partners
		Manage partnership agreements, order and contracting documentation
		Communicate established sales processes to channel partners for compliance
	Manage relationship with clients and channel partners	Develop engagement plans and activities to build and strengthen relationships with channel partners
		Engage partners regularly to uncover current and potential business concerns and needs
		Resolve issues and conflicts with channel partners and escalate to higher level when needed
		Evaluate feedback from channel partners to identify areas for improvement and recommend changes
		Communicate channel partner feedback and market sentiments to relevant internal stakeholders to enhance products and/or services
	Manage channel sales operations	Drive the achievement of sales targets and strategic objectives
		Manage marketing and promotional packages for various sales channel
		Manage internal sales logistics required to close orders

		Negotiate contracts with channel partners to yield mutual benefits		
		Prepare management reports on channel partner sales performance		
		Facilitate training and certification of channel partners		
		Guide on boarding of channel partners		
		Recommend co-marketing activities with channel partners		
<div>Skills and Competencies</div>	Technical Skills and Competencies		Generic Skills and Competencies	
	Budgeting	Level 4	Interpersonal Skills	Advanced
	Business Development	Level 4	Managing Diversity	Intermediate
	Business Needs Analysis	Level 3	Creative Thinking	Advanced
	Business Negotiation	Level 4	Communication	Advanced
	Contract Management	Level 4	Service Orientation	Intermediate
	Data Analytics	Level 3		
	Networking	Level 4		
	Partnership Management	Level 3		
	Pricing Strategy	Level 3		
	Sales Channel Management	Level 4		
	Sales Strategy	Level 4		
	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			

The information contained in this document serves as a guide.