SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – SALES ACCOUNT MANAGER

Sector	Infocomm Technology
Track	Sales and Marketing
Sub-track	Sales
Occupation	ICT Sales Professional
Job Role	**Sales Account Manager**
Job Role Description	The Sales Account Manager acts as a key point of contact between an organisation and its clients. He/She possesses thorough product knowledge and oversees product and/or service sales. He works with customers to identify their wants and prepares reports by collecting, analysing, and summarising sales information. He contacts existing customers to discuss and give recommendations on how specific products or services can meet their needs. He maintains customer relationships to strategically place new products and drive sales for long-term growth. He works in a fast-paced and dynamic environment, and travels frequently to clients' premises for meetings. He is familiar with client relationship management and sales tools. He is knowledgeable of the organisation's products and services, as well as trends, developments and challenges of the industry domain. The Sales Account Manager is a resourceful, people-focused and persistent individual, who takes rejection as a personal challenge to succeed when given opportunity. He appreciates the value of long lasting relationships and prioritises efforts to build trust with existing and potential customers. He exhibits good listening skills and is able to establish rapport with customers and team members alike easily.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	**Implement sales strategy**	Analyse sales and client data to identify market trends and estimate market demand
		Determine strategic sales targets, markets and product and/or service offerings, expected volume and profits
		Create lead generation plans to ensure a substantive sales opportunity pipeline
		Develop pricing approaches to support sales and market growth strategies
		Coordinate sales activities in line with sales strategy
		Provide trends and market feedback to senior management
	Identify new sales opportunities	Identify new sales opportunities with existing clients
		Evaluate prospect qualification analysis of leads generated by the business development team or insides sales team
		Present new products and/or services to new and existing clients
		Participate in price formulation for product and/or service
		Work with pre-sales teams and other internal stakeholders to meet client needs
	Convert sales opportunities to client accounts	Plan approach for sales opportunities
		Develop sales proposals, quotes and bid documents
		Manage the preparation of documents and materials for meetings and negotiations
		Analyse motivations and concerns of influencers and decision makers in the client organisation
		Negotiate specific terms of product and/or service offerings
		Coordinate with relevant stakeholders to finalise terms and conditions related to contracts and agreements
	Manage relationship with clients and channel partners	Develop engagement plans and activities to build and strengthen relationships with clients
		Engage clients regularly to uncover current and potential business concerns and needs

	Manage the resolution of client feedback and escalate to higher level when needed
	Evaluate client feedback to identify areas for improvement and recommend changes to enhance client experience
	Communicate client feedback and market sentiments to relevant internal stakeholders to enhance products and/or services

	Technical Skills and Competencies		**Generic Skills and Competencies**	
Skills and Competencies	Account Management	Level 4	Communication	Advanced
	Budgeting	Level 4	Interpersonal Skills	Intermediate
	Business Development	Level 4	Service Orientation	Intermediate
	Business Needs Analysis	Level 3	Decision Making	Intermediate
	Business Negotiation	Level 4	Problem Solving	Intermediate
	Contract Management	Level 4		
	Customer Experience Management	Level 4		
	Data Analytics	Level 3		
	Networking	Level 4		
	Partnership Management	Level 3		
	Pricing Strategy	Level 3		
	Sales Strategy	Level 4		
	Product Management	Level 3		
	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.