SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – BUSINESS DEVELOPMENT MANAGER

Sector	Infocomm Technology
Track	Sales and Marketing
Sub-track	Sales
Occupation	ICT Sales Professional
Job Role	**Business Development Manager**
Job Role Description	The Business Development Manager works to improve an organisation's market position and achieve financial growth. He/She prospects new clients by networking, cold calling, advertising or other means of generating interest from potential clients He builds key customer relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions. He plans persuasive approaches and pitches to convince potential clients. He may manage the activities of others supporting business development. He works in a fast-paced dynamic environment, frequently travels to clients' premises, and attends networking events. 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 Business Development Manager is self-motivated and capable of setting clear and meaningful goals. He displays high levels of resilience when faced with challenges. He understands the consultative selling approach and is able to leverage on and support the role that marketing place in attracting, qualifying and nurturing prospective customers. He is articulate and creative in utilising his product and customer knowledge to close deals.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	**Implement business development strategy**	Develop business development plans for sales team with critical success factors and targets
		Manage preparation of bid documents and proposals
		Oversee the development of campaigns, social media presence, seminars, forums, web-site content and case studies
		Oversee the development of sales tools to facilitate the selling process
		Develop long-range goals and objectives for market penetration
		Analyse business development approaches and strategies to determine their best use within the market
		Use sales tools for accurate forecasting of current and future business
		Update business development strategies in line with market and industry trends
	Develop new business opportunities	Research potential clients, existing and new markets, products and services to identify new business opportunities
		Represent the organisation at business networks and industry events
		Identify new business opportunities for growing revenue, diversifying business streams and strengthening market position
		Obtain insights from business network on developments in product and/or service offerings in relation to industry needs
		Evaluate opportunities through financial feasibility studies, risk assessment and market research to inform business development decisions
		Present business trends and its impact on new products and/or services, and distribution channels
		Report on the status of new sales activities
	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 queries 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		
Skills and Competencies	**Technical Skills and Competencies**		**Generic Skills and Competencies**	
	Budgeting	Level 4	Interpersonal Skills	Advanced
	Business Development	Level 4	Communication	Advanced
	Business Needs Analysis	Level 3	Problem Solving	Intermediate
	Business Negotiation	Level 4	Service Orientation	Intermediate
	Contract Management	Level 4	Transdisciplinary Thinking	Intermediate
	Customer Experience Management	Level 4		
	Data Analytics	Level 3		
	Market Research	Level 3		
	Networking	Level 4		
	Partnership 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.