

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRE-SALES CONSULTANT		
Sector	Infocomm Technology	
Track	Sales and Marketing	
Sub-track	Pre-Sales	
Occupation	ICT Sales Professional	
Job Role	Pre-Sales Consultant	
Job Role Description	<p>The Pre-Sales Consultant is responsible for providing pre-sales technical expertise to the sales team and clients during the sales process. He/She delivers presentations and technical demonstrations of the organisation's products to prospective clients. He translates the client's business requirements into technical specifications and requirements, and provides technical inputs for proposals, tenders, bids and any relevant documents. He uses prescribed guidelines or policies to analyse and solve problems.</p> <p>He works in a fast-paced and dynamic environment, and travels frequently to clients' premises for technical sales pitches and meetings. He is familiar with client relationship management and sales tools. He possesses deep product and technical knowledge, and is knowledgeable of the trends, developments and challenges of the industry domain.</p> <p>The Pre-Sales Consultant displays effective listening skills and is inquisitive in nature. He possesses deep technical and domain knowledge, pays attention to detail, and has strong analytical and problem-solving capabilities. He has a service-oriented personality and is a team player who works towards developing solutions collaboratively.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop business opportunities	Collaborate with sales teams to develop and recommend products and services that meet customer requirements
		Collate customer needs and business requirements to support development of technical requirements and solutions
		Develop technical product collaterals for use by sales staff and customers
		Provide product, service and technology training to the sales team
		Engage in customer meetings to build deeper understanding of technical requirements and solutions
	Implement pre-sales strategy	Create pre-sales product and services propositions
		Oversee the collection of information on customer needs, priorities and market trends
		Identify impact of technological developments on pre-sales activities
	Deliver pre-sales presentations and product demonstrations	Develop proposals and conduct presentations, trainings and product demonstrations to customers
		Develop collaterals for recommended solutions to be presented to the customers
		Answer customer queries and requests for information on the products and/or services
		Present recommended solutions to customer for validation and improvements
		Translates business requirements of the client into technical specifications and requirements
		Conduct negotiations on technical aspects of contracts
	Develop solution prototypes	Diagnose technical issues arising from the development of prototypes for resolution
		Develop Proof-of-Concepts to establish feasibility of products and services based on the clients' needs and requirements
		Align prototype development to project objectives, technical requirements, schedules, deliverables and cost estimates
		Document proposed solutions and steps
	Technical Skills and Competencies	Generic Skills and Competencies

Skills and Competencies	Account Management	Level 3	Problem Solving	Advanced
	Business Development	Level 3	Interpersonal Skills	Intermediate
	Business Performance Management	Level 4	Communication	Intermediate
	Business Needs Analysis	Level 3	Service Orientation	Advanced
	Business Negotiation	Level 4	Decision Making	Advanced
	Data Analytics	Level 3		
	Networking	Level 4		
	Learning and Development	Level 4		
	Product Management	Level 3		
	Problem Management	Level 3		
	Project 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.