

| SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – SALES EXECUTIVE | | |
|--|--|--|
| Sector | Infocomm Technology | |
| Track | Sales and Marketing | |
| Sub-track | Sales | |
| Occupation | ICT Sales Professional | |
| Job Role | Sales Executive | |
| Job Role Description | <p>The Sales Executive identifies and qualifies prospective clients, seek opportunities for new sales through client and market research. He/She keeps clients informed of new products/service offerings and assists with translating client and channel partner needs into actionable insights. He provides administrative support to the sales teams, including the development of channel sales product promotions and co-marketing activities. He responds to technical and procedural questions, coordinates the formulation of price quotations, submission of sales contract for orders and maintenance of customer records. He supports the training and guides channel sales partners about product and/or service offerings and features based on mutual performance objectives.</p> <p>He works in a fast-paced and dynamic environment, and travels to clients' premises for meetings as and when required. 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.</p> <p>The Sales Executive is self-motivated and mindful of placing the client's interests at the forefront of his/her priorities. He is able to confidently explain how the product can add value to the customer and is proactive in identifying and addressing client needs. He is a team player who is able to take rejection as a personal challenge to succeed when given the next opportunity.</p> | |
| Critical Work Functions and Key Tasks | Critical Work Functions | Key Tasks |
| | Develop new business opportunities | Identify prospective clients and channel partners through calls, on-site visits, emails and networking or industry events |
| | | Conduct client and channel partner research to uncover insights on potential business needs |
| | | Conduct market research and profiling, competitive landscape analysis and client profiling |
| | | Assist with identifying new business opportunities with existing clients based on research |
| | | Participate in industry and networking events |
| | Identify new sales opportunities | Assist with identifying new sales opportunities with new and existing clients based on research |
| | | Source for new sales opportunities through inbound lead follow-up, conduct of cold calls, and relevant outreach activities |
| | | Conduct analysis of benefits and value of the organisation's products and services against possible needs of potential clients to qualify prospect |
| | | Respond to phone and email queries on product and service offerings |
| | Convert sales opportunities to client accounts | Provide administrative support to sales and business development teams |
| | | Maintain client database and documentation |
| | | Assist in compiling market information for feasibility studies |
| | | Assist with the preparation of client presentation materials and conduct of product demonstration |
| | | Perform follow-up action to close sales, and monitor payment fulfilment activities |
| | Manage relationship with clients and channel partners | Develop relationships with existing and potential clients and channel partners through regular engagements |
| | | Translate client and channel partner needs into actionable insights to inform engagement plans and activities |
| | | Communicate updates and launch of new of product/service features and benefits to clients and channel partners |

| | | | | |
|--------------------------------|--|---|--|--------------|
| | | Coordinate resolution of inquiries and problems from clients and channel partners | | |
| | | Assist with channel partner research and recruitment | | |
| | | Implement mechanisms to evaluate and categorise channel partners | | |
| | | Monitor compliance with establishes sales processes | | |
| | Manage channel sales operations | Support the development of channel sales product promotions and co-marketing activities for lead generation | | |
| | | Resolve channel sales issues and routine product and/or service related problems with channel partners | | |
| | | Provide logistical sales support required to close orders | | |
| | | Track channel partner sales performance | | |
| | | Prepare training materials for channel partners | | |
| | | Assist in the conduct of training and certification for channel partners | | |
| | | On-board channel partners based on guidelines | | |
| | | Assist with assessing, clarifying, and validating channel partner needs | | |
| Skills and Competencies | Technical Skills and Competencies | | Generic Skills and Competencies | |
| | Account Management | Level 2 | Communication | Intermediate |
| | Business Development | Level 3 | Interpersonal Skills | Intermediate |
| | Business Needs Analysis | Level 2 | Service Orientation | Advanced |
| | Business Negotiation | Level 3 | Global Mindset | Intermediate |
| | Contract Management | Level 3 | Problem Solving | Intermediate |
| | Customer Experience Management | Level 2 | | |
| | Data Analytics | Level 2 | | |
| | Market Research | Level 2 | | |
| | Networking | Level 3 | | |
| | Partnership Management | Level 3 | | |
| | Sales Channel Management | Level 3 | | |
| | Stakeholder Management | Level 2 | | |
| | Technical Sales Support | Level 2 | | |
| 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.