

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF SALES		
<b>Sector</b>	Infocomm Technology	
<b>Track</b>	Sales and Marketing	
<b>Sub-track</b>	Sales	
<b>Occupation</b>	ICT Sales Professional	
<b>Job Role</b>	<b>Head of Sales</b>	
<b>Job Role Description</b>	<p>The Head of Sales defines, articulates and implements the organisation's vision and strategy for direct and indirect selling of products and/or services. He/She develops sales forecasts, budget and manpower plans; and focuses on executing key growth sales strategies, tactics and action plans required to achieve revenue or sales targets. He advises on the formulation of strategies to secure technical wins, as well as to increase client retention and lifetime value. He pursues key sales prospects, negotiates and constructs appropriate terms of sales. He delivers presentations and product demonstrations to clients. He designs, develops and implements operating policies.</p> <p>He works in a fast-paced and dynamic environment, travels to clients' premises for sales pitches and negotiations, and attends networking events. He is familiar with client relationship management and sales tools, as well as sales operations and business practices. He knowledgeable of the trends, developments and challenges of the industry domain.</p> <p>The Head of Sales is driven to achieve target and deadlines and is able to prioritise objectives and influence stakeholders towards consensus. He is able to establish a vision and strategic direction for the sales team that is aligned with business objectives, while at the same time takes into account client needs. He enjoys networking and building long-lasting relationships with clients and partners.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	<b>Establish sales strategy</b>	Formulate organisational sales strategy to maximises business development and sales opportunities
		Establish sales policies and programmes that aligned with organisation's sales goals and objectives
		Define the purpose and scope of market and feasibility studies
		Recommend sales volume, product mix, market share, pricing approaches and profit objectives for products or product lines
		Evaluate sales performance against established sales forecasts and expense budgets planning
	<b>Develop business opportunities</b>	Provide strategic direction for development of new accounts
		Define the approach for the overall sales of products and services to new and existing accounts, and account retention
		Provide guidance for the sales team in generating proposals
		Collaborate with marketing teams to grow penetration into key markets
		Provide overall direction for market research topics based on business strategy
	<b>Convert sales opportunities to client accounts</b>	Champion the execution of sales programmes and initiatives
		Provide direction, control, and coordination for sales development activities
		Recommend changes in product portfolio, pricing structures and packaging
		Drive sales efforts with marketing function of the organisation
		Direct the implementation of organisational sales policies and procedures
		Direct advertising and sales promotion campaigns
	<b>Manage relationship with clients and channel partners</b>	Establish policies and standards for managing and engaging with clients and channel partners
		Oversee the development of feedback management policies, processes and standards for managing feedback

		Build long-term relationships with senior stakeholders in client organisations		
	Manage people and organisation	Review operational strategies, policies and targets across teams and projects		
		Develop strategies for resource planning and utilisation		
		Review the utilisation of resources		
		Oversee the development of learning roadmaps for teams and functions		
		Establish performance indicators to benchmark effectiveness of learning and development programmes against best practices		
		Implement succession planning initiatives for key management positions		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies	
	Account Management	Level 5	Leadership	Advanced
	Budgeting	Level 6	Decision Making	Advanced
	Business Development	Level 6	Communication	Advanced
	Business Needs Analysis	Level 5	Global Mindset	Intermediate
	Business Performance Management	Level 5	Problem Solving	Advanced
	Business Negotiation	Level 5		
	Consumer Intelligence Analysis	Level 5		
	Contract Management	Level 5		
	Customer Experience Management	Level 5		
	Data Analytics	Level 5		
	Learning and Development	Level 6		
	Manpower Planning	Level 5		
	Networking	Level 5		
	Partnership Management	Level 5		
	People and Performance Management	Level 5		
	Pricing Strategy	Level 5		
	Product Management	Level 5		
	Project Management	Level 5		
	Sales Channel Management	Level 5		
	Sales Strategy	Level 6		
	Stakeholder Management	Level 6		
	Strategy Planning	Level 6		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/ict">www.skillsfuture.sg/skills-framework/ict</a>			

The information contained in this document serves as a guide.