

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Sales and Marketing					
TSC Title	Sales Strategy					
TSC Description	Develop a sales strategy, plan and targets, consider market potential, industry trends and various internal and external business factors as well as the evaluation and further refinement of the sales strategy					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				ICT-SNM-4011-1.1	ICT-SNM-5011-1.1	ICT-SNM-6011-1.1
				Develop and implement a sales action plan for business units, evaluates its effectiveness and propose refinements to sales strategy and activities	Assess market potential, and formulate sales strategies to generate demand and achieve business objectives	Define an overarching sales strategy integrating macro-trends, industry trends, economic indicators and internal business factors, in line with market projections and business objectives
Knowledge				<ul style="list-style-type: none"> Key elements of business unit or department sales plan Organisation sales cycles Market and consumer analysis Interpretation of product performance trends Process of cascading sales targets 	<ul style="list-style-type: none"> Assessment of market potential Organisation's business model Key market trends and developments in related industries Components of a sales plan Market demand generation strategies Elements of IT product and service roadmap Target setting methodology 	<ul style="list-style-type: none"> Macro trends affecting consumer patterns and demand for products and services Industry trends and potential impact on sales Sales forecasting techniques Key elements of a sales strategy Organisation's target markets Enterprise level target setting
Abilities				<ul style="list-style-type: none"> Translate IT product or service roadmap into a sales action plan for business units Support development of sales plans based on organisation sales cycles, client profile and product performance trends Drive the implementation of the sales plan 	<ul style="list-style-type: none"> Assess customers and market potential in the context of the organisation's business model Highlight key trends in the market and related industries that impact demand for organisation's products and services Consider impact of market trends, 	<ul style="list-style-type: none"> Forecast sales growth based on a holistic understanding of broad industry trends, economic indicators and internal business factors Define overarching sales strategy in line with market projections and business objectives Align sales and revenue generation strategy with

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				<ul style="list-style-type: none"> • Cascade sales target of business unit to different individuals • Evaluate outcomes and effectiveness of sales and marketing activities • Propose changes and refinements to short term sales strategy 	<p>competitors' activities and sales expansion potential on sales plan</p> <ul style="list-style-type: none"> • Formulate sales plans • Develop a strategy to create market demand for organisation's key products and services • Set targets for individual business functions • Modify sales strategy and plans based on evaluation of outcomes 	<p>the broader business strategy</p> <ul style="list-style-type: none"> • Establish target market and customers for products and services • Set sales targets on an enterprise level • Integrate sales strategy with market strategy and other business functions
Range of Application						