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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Account Management | | | | | |
| **TSC Description** | Manage, maintain and grow the sales and relationships with a specific customer or set of accounts. This includes in-depth customer engagement, relationship-building and provision of quality solutions and service to address customers' needs efficiently and generate revenue | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-SNM-2001-1.1** | **ICT-SNM-3001-1.1** | **ICT-SNM-4001-1.1** | **ICT-SNM-5001-1.1** |  |
|  | Perform sales activities for assigned clients or accounts following a standard process, and execute day-to-day administrative activities for sales | Engage with customers, providing solutions, gathering feedback and managing customer satisfaction for a given account | Develop plans and processes to cater to various customer accounts, manage customer satisfaction and address current and projected customer needs | Establish organisational direction in managing customer accounts, and develop an account management framework and customer service strategy to engage, retain and grow customers |  |
| **Knowledge** |  | * Features of products or services versus competitor’s offerings * Steps in the sales process * Protocol for handling sales documents and administrative activities | * Usage of communication platforms for customer interaction * Measures and indicators of customer satisfaction * Suite of product and service solutions * Tools to track sales performance for each account | * Variation in different customer and client needs and operating environment * Suitability and customisation options of various product and service solutions * Methods of measuring customer satisfaction * Organisational approach to customer service and relationship management * Strategies to increase sales through existing or new clients * Product sales cycles, client profiles and product performance trends * Effective negotiation techniques * Techniques to assess business impact of account management activities | * Organisation-wide sales strategy * Overarching business direction * Organisational strategies in account management * Best practices and new strategies in customer service * Trends and evolution of customer needs and demands * Enterprise-level sales monitoring and management tools and dashboards * Client relationship building techniques |  |
| **Abilities** |  | * Articulate advantages and disadvantages of the organisation's product or service offerings to customers * Share basic understanding of the organisation's products and services with customers * Conduct sales activities for assigned clients or accouts according to a defined sales plan * Sell a limited range of IT products and services to specific assigned customers, following a standard protocol * Execute day-to-day administrative activities for sales, including handling and management of sales contracts, systems, transactions, and documentation | * Utilise suitable communication platforms to engage with customers * Process feedback from customers on organisation's products and services * Interact effectively with customer and provide quality customer service * Manage customer satisfaction * Provide suitable product and service solutions to address customer needs * Drive sales and servicing activities for existing clients or accounts * Retain accountability for sales performance for one or a few small customer accounts | * Formulate an action plan to cater to various customer accounts * Establish existing and potential customer needs and expectations based on feedback * Customise a customer service plan to cater to specific needs of different customers and clients * Adapt proposed solutions as well as sales messages to suit the customer's business context needs * Devise strategies to broaden or deepen relationships with existing customers * Develop product and service solutions that will address current and future customer needs * Set up processes to measure and manage customer satisfaction in line with key performance indicators * Manage a sufficient number of accounts that is viable for the organisation * Oversee sales performance of a set of customer accounts * Assess business impact of account management activities | * Develop organisational objectives and key performance indicators in managing customer accounts * Establish a customer account management framework to evaluate and enhance customer satisfaction * Develop an organisational customer service strategy to engage, retain and grow customers * Oversee organisation-wide sales performance through all customer accounts * Lead management of the organisation's largest and most critical customer accounts * Build long-term, strategic relationships with external partners to drive the organisation's sales * Review effectiveness of account management activities across customers, agencies and geographies |  |
| **Range of Application** |  | | | | | |