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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Sales Channel Management | | | | | |
| **TSC Description** | Develop and implement a strategy to manage the channels and channel partners through which IT products and/or services are sold. This also includes the assessment and selection of suitable channel partners, establishment and expansion of alliances with channel partners and maintenance of a committed network of distributors | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  |  | **ICT-SNM-3010-1.1** | **ICT-SNM-4010-1.1** | **ICT-SNM-5010-1.1** |  |
|  |  | Assess and sustain alliances with distribution channels and channel partners, regularly managing their performance | Evaluate channel options and recommend optimal channels and partners, and formulate performance guidelines for channel partners to abide by | Develop an enterprise-wide channel sales strategy, including engagement and recruitment of channel partners and setting of key targets and performance expectations |  |
| **Knowledge** |  |  | * Potential modes of product and service distribution * Various channel partners in the industry * Indicators and measurement of channel partner performance * Basics of channel partnership relationship management | * Assessment of market potential * Cost benefit analysis and risk assessment * Features, pros and cons of various distribution channels and partners * Organisation's branding or marketing guidelines, and implications on sales channel partners * Performance management and incentive system design | * Critical features and considerations in developing channel management strategy * Strategies to optimise sales * Pros, cons and organisational applicability of e-commerce sales channels * Key performance indicators for various sales channels and partners * Alliance and partnership building strategies * Strategies and approaches in sales channel management |  |
| **Abilities** |  |  | * Assess potential online distribution channels and channel partners * Execute plan to engage and establish connections with sales channel partners * Manage the performance of various channels in distributing the organisation's products and services * Track the consumer patterns via different sales channels * Manage multiple e-commerce or online channels virtually * Coordinate with channel partners to roll out new products and services * Sustain ongoing relationship with partners for various sales channels | * Evaluate various channels' market potential for selling the organisation's products and services * Undertake cost-benefit analysis and risk assessment to evaluate sales channel options * Assess business viability of e-commerce and online sales channels * Recommend optimal sales channels and distribution partners to be incorporated into the channel management strategy * Formulate consistent guidelines and messaging for sales channels to abide by * Manage a large volume of e-commerce or online sales channels * Develop a performance tracking system to optimise performance of different sales channels | * Develop an organisation-wide channel sales strategy for IT products and services * Develop strategy to optimise sales through e-commerce and online channels * Determine a set of key targets and performance indicators for different channels and channel partners * Establish a sales channel management framework to manage substantial networks of online channels, alliances, partners and distributors * Expand critical alliances and make inroads into new channels * Spearhead an organisational strategy to engage and recruit suitable channel partners |  |
| **Range of Application** |  | | | | | |