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| **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** |  |  |  | * 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 | * 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 | * 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** |  |  |  | * 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 * 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 | * 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, competitors’ activities and sales expansion potential on sales plan * 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 | * 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 the broader business strategy * 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** |  | | | | | |