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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – CHANNEL SALES MANAGER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Sales | | | | | |
| **Occupation** | ICT Sales Professional | | | | | |
| **Job Role** | **Channel Sales Manager** | | | | | |
| **Job Role Description** | The Channel Sales Manager utilises strategies and tactics to win, maintain and expand relationships with channel partners. He/She works toward achieving sales, profitability, and channel partner recruitment objectives. He may represent selected number or the entire range of organisation products; develops and implements unique partner joint solutions that deliver a compelling value for target customers. He trains and educates channel sales partners about product and service offerings and features. He assesses, clarifies, and validates partner needs on an ongoing basis to ensure compliance with partner agreements and goals.  He works in a fast-paced and dynamic environment that requires visits to channel partner sales premises. He is familiar with client relationship management and sales tools, as well as marketing and promotion methods. He possesses deep product knowledge, and is knowledgeable of industry trends, developments and challenges impacting channel partners.  The Channel Sales Manager is self-motivated and service-oriented; able to effectively guide channel sales partners towards mutually beneficial priorities and objectives. He communicates product and product portfolio functionality and benefits in a simple and persuasive manner, ensuring that channel sales partners are self-sufficient. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Implement sales strategy** | | Define channel sales targets and objectives | | | |
| Forecast sales pipeline of various sales channels | | | |
| Manage the development, management and execution of go-to-market strategies | | | |
| Develop pricing approaches to support sales and market growth strategies | | | |
| Present managements reports on sales pipeline, revenue and performance | | | |
| Articulate competitive advantage of products and/or services to channel partners | | | |
| **Establish channel sales partnerships** | | Oversee the evaluation and recruitment of channel partners | | | |
| Facilitate agreement on mutual performance objectives, financial targets, and critical milestones with channel partners | | | |
| Manage partnership agreements, order and contracting documentation | | | |
| Communicate established sales processes to channel partners for compliance | | | |
| **Manage relationship with clients and channel partners** | | Develop engagement plans and activities to build and strengthen relationships with channel partners | | | |
| Engage partners regularly to uncover current and potential business concerns and needs | | | |
| Resolve issues and conflicts with channel partners and escalate to higher level when needed | | | |
| Evaluate feedback from channel partners to identify areas for improvement and recommend changes | | | |
| Communicate channel partner feedback and market sentiments to relevant internal stakeholders to enhance products and/or services | | | |
| **Manage channel sales operations** | | Drive the achievement of sales targets and strategic objectives | | | |
| Manage marketing and promotional packages for various sales channel | | | |
| Manage internal sales logistics required to close orders | | | |
| Negotiate contracts with channel partners to yield mutual benefits | | | |
| Prepare management reports on channel partner sales performance | | | |
| Facilitate training and certification of channel partners | | | |
| Guide on boarding of channel partners | | | |
| Recommend co-marketing activities with channel partners | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Budgeting | Level 4 | | Interpersonal Skills | | Advanced |
| Business Development | Level 4 | | Managing Diversity | | Intermediate |
| Business Needs Analysis | Level 3 | | Creative Thinking | | Advanced |
| Business Negotiation | Level 4 | | Communication | | Advanced |
| Contract Management | Level 4 | | Service Orientation | | Intermediate |
| Data Analytics | Level 3 | |  | | |
| Networking | Level 4 | |
| Partnership Management | Level 3 | |
| Pricing Strategy | Level 3 | |
| Sales Channel Management | Level 4 | |
| Sales Strategy | Level 4 | |
| Stakeholder Management | Level 4 | |
| Technical Sales Support | Level 3 | |
| **Programme Listing** | For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |