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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF SALES** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Sales | | | | | |
| **Occupation** | ICT Sales Professional | | | | | |
| **Job Role** | **Head of Sales** | | | | | |
| **Job Role Description** | The Head of Sales defines, articulates and implements the organisation's vision and strategy for direct and indirect selling of products and/or services. He/She develops sales forecasts, budget and manpower plans; and focuses on executing key growth sales strategies, tactics and action plans required to achieve revenue or sales targets. He advises on the formulation of strategies to secure technical wins, as well as to increase client retention and lifetime value. He pursues key sales prospects, negotiates and constructs appropriate terms of sales. He delivers presentations and product demonstrations to clients. He designs, develops and implements operating policies.    He works in a fast-paced and dynamic environment, travels to clients' premises for sales pitches and negotiations, and attends networking events. He is familiar with client relationship management and sales tools, as well as sales operations and business practices. He knowledgeable of the trends, developments and challenges of the industry domain.  The Head of Sales is driven to achieve target and deadlines and is able to prioritise objectives and influence stakeholders towards consensus. He is able to establish a vision and strategic direction for the sales team that is aligned with business objectives, while at the same time takes into account client needs. He enjoys networking and building long-lasting relationships with clients and partners. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Establish sales strategy** | | Formulate organisational sales strategy to maximises business development and sales opportunities | | | |
| Establish sales policies and programmes that aligned with organisation's sales goals and objectives | | | |
| Define the purpose and scope of market and feasibility studies | | | |
| Recommend sales volume, product mix, market share, pricing approaches and profit objectives for products or product lines | | | |
| Evaluate sales performance against established sales forecasts and expense budgets planning | | | |
| **Develop business opportunities** | | Provide strategic direction for development of new accounts | | | |
| Define the approach for the overall sales of products and services to new and existing accounts, and account retention | | | |
| Provide guidance for the sales team in generating proposals | | | |
| Collaborate with marketing teams to grow penetration into key markets | | | |
| Provide overall direction for market research topics based on business strategy | | | |
| **Convert sales opportunities to client accounts** | | Champion the execution of sales programmes and initiatives | | | |
| Provide direction, control, and coordination for sales development activities | | | |
| Recommend changes in product portfolio, pricing structures and packaging | | | |
| Drive sales efforts with marketing function of the organisation | | | |
| Direct the implementation of organisational sales policies and procedures | | | |
| Direct advertising and sales promotion campaigns | | | |
| **Manage relationship with clients and channel partners** | | Establish policies and standards for managing and engaging with clients and channel partners | | | |
| Oversee the development of feedback management policies, processes and standards for managing feedback | | | |
| Build long-term relationships with senior stakeholders in client organisations | | | |
| **Manage people and organisation** | | Review operational strategies, policies and targets across teams and projects | | | |
| Develop strategies for resource planning and utilisation | | | |
| Review the utilisation of resources | | | |
| Oversee the development of learning roadmaps for teams and functions | | | |
| Establish performance indicators to benchmark effectiveness of learning and development programmes against best practices | | | |
| Implement succession planning initiatives for key management positions | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Account Management | Level 5 | | Leadership | | Advanced |
| Budgeting | Level 6 | | Decision Making | | Advanced |
| Business Development | Level 6 | | Communication | | Advanced |
| Business Needs Analysis | Level 5 | | Global Mindset | | Intermediate |
| Business Performance Management | Level 5 | | Problem Solving | | Advanced |
| Business Negotiation | Level 5 | |  | | |
| Consumer Intelligence Analysis | Level 5 | |
| Contract Management | Level 5 | |
| Customer Experience Management | Level 5 | |
| Data Analytics | Level 5 | |
| Learning and Development | Level 6 | |
| Manpower Planning | Level 5 | |
| Networking | Level 5 | |
| Partnership Management | Level 5 | |
| People and Performance Management | Level 5 | |
| Pricing Strategy | Level 5 | |
| Product Management | Level 5 | |
| Project Management | Level 5 | |
| Sales Channel Management | Level 5 | |
| Sales Strategy | Level 6 | |
| Stakeholder Management | Level 6 | |
| Strategy Planning | Level 6 | |
| **Programme Listing** | For a list of Training Programmes available for the ICT sector, please visit: [www.skillsfuture.sg/skills-framework/ict](http://www.skillsfuture.sg/skills-framework/ict) | | | | | |
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| The information contained in this document serves as a guide. | | | | | | |