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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRE-SALES CONSULTANT** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Pre-Sales | | | | | |
| **Occupation** | ICT Sales Professional | | | | | |
| **Job Role** | **Pre-Sales Consultant** | | | | | |
| **Job Role Description** | The Pre-Sales Consultant is responsible for providing pre-sales technical expertise to the sales team and clients during the sales process. He/She delivers presentations and technical demonstrations of the organisation's products to prospective clients. He translates the client's business requirements into technical specifications and requirements, and provides technical inputs for proposals, tenders, bids and any relevant documents. He uses prescribed guidelines or policies to analyse and solve problems.  He works in a fast-paced and dynamic environment, and travels frequently to clients' premises for technical sales pitches and meetings. He is familiar with client relationship management and sales tools. He possesses deep product and technical knowledge, and is knowledgeable of the trends, developments and challenges of the industry domain.  The Pre-Sales Consultant displays effective listening skills and is inquisitive in nature. He possesses deep technical and domain knowledge, pays attention to detail, and has strong analytical and problem-solving capabilities. He has a service-oriented personality and is a team player who works towards developing solutions collaboratively. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Develop business opportunities** | | Collaborate with sales teams to develop and recommend products and services that meet customer requirements | | | |
| Collate customer needs and business requirements to support development of technical requirements and solutions | | | |
| Develop technical product collaterals for use by sales staff and customers | | | |
| Provide product, service and technology training to the sales team | | | |
| Engage in customer meetings to build deeper understanding of technical requirements and solutions | | | |
| **Implement pre-sales strategy** | | Create pre-sales product and services propositions | | | |
| Oversee the collection of information on customer needs, priorities and market trends | | | |
| Identify impact of technological developments on pre- sales activities | | | |
| **Deliver pre-sales presentations and product demonstrations** | | Develop proposals and conduct presentations, trainings and product demonstrations to customers | | | |
| Develop collaterals for recommended solutions to be presented to the customers | | | |
| Answer customer queries and requests for information on the products and/or services | | | |
| Present recommended solutions to customer for validation and improvements | | | |
| Translates business requirements of the client into technical specifications and requirements | | | |
| Conduct negotiations on technical aspects of contracts | | | |
| **Develop solution prototypes** | | Diagnose technical issues arising from the development of prototypes for resolution | | | |
| Develop Proof-of-Concepts to establish feasibility of products and services based on the clients’ needs and requirements | | | |
| Align prototype development to project objectives, technical requirements, schedules, deliverables and cost estimates | | | |
| Document proposed solutions and steps | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Account Management | Level 3 | | Problem Solving | | Advanced |
| Business Development | Level 3 | | Interpersonal Skills | | Intermediate |
| Business Performance Management | Level 4 | | Communication | | Intermediate |
| Business Needs Analysis | Level 3 | | Service Orientation | | Advanced |
| Business Negotiation | Level 4 | | Decision Making | | Advanced |
| Data Analytics | Level 3 | |  | | |
| Networking | Level 4 | |
| Learning and Development | Level 4 | |
| Product Management | Level 3 | |
| Problem Management | Level 3 | |
| Project Management | Level 3 | |
| 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. | | | | | | |