|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – PRE-SALES DIRECTOR** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Pre-Sales | | | | | |
| **Occupation** | ICT Sales Professional | | | | | |
| **Job Role** | **Pre-Sales Director** | | | | | |
| **Job Role Description** | The Pre-Sales Director defines and articulates the organisation's strategy for securing technical wins with prospective clients. He/She focuses on developing key growth pre-sales strategies, tactics and action plans required to achieve revenue and/or sales targets. He advises the team on developing prototypes to ensure feasibility of solutions, and oversees the delivery of in-depth presentations and product demonstrations to clients. He solves complex problems and evaluates clients’ needs with different perspectives.  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 Director is target-driven and client centric, and has the ability to foster collaboration between stakeholders. He has a deep understanding of key business industries and knowledge of products and services in the market. He is strongly committed to developing talent and inspires his team members to pursue a common vision. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Develop business opportunities** | | Pursue up-sell and additional business development opportunities with existing customers | | | |
| Drive technical viability of proposed products and services | | | |
| Make recommendations for development and implementation of customisations and upgrades to existing products and services | | | |
| Oversee the development of technical product collaterals for use by sales staff and customers | | | |
| Advise the translation of clients' needs and business requirements into possible technical requirements and solutions | | | |
| **Establish pre-sales strategy** | | Establish pre-sales parameters and protocols for the full portfolio of products and services | | | |
| Liaise with product management teams to define details of product and service roadmap | | | |
| Advise internal stakeholders on customers’ needs, priorities and market trends | | | |
| Develop strategies to improve renewal rates of using the organisation’s products and services among existing customers | | | |
| **Deliver pre-sales presentations and product demonstrations** | | Oversee delivery of proposals, presentations, trainings and product demonstrations to customers | | | |
| Advise the team on narrative and message framing of presentations on solution recommendations | | | |
| Articulate projected benefits of the products and services to the customer | | | |
| Clarify customer concerns on the products and services | | | |
| Advise on technical aspects of contracts for negotiation | | | |
| **Develop solution prototypes** | | Oversee the diagnosis of technical issues arising from the development of prototypes | | | |
| Oversee the development of Proof-of-Concepts to establish feasibility of products and services based on the client’s needs and requirements | | | |
| Outline solution objectives, technical requirements, schedules, deliverables and cost estimates | | | |
| Manage the development of prototypes in collaboration with the customer and product development teams | | | |
| **Manage people and organisation** | | Manage the budget expenditure and allocation across teams and projects | | | |
| Monitor and track the team’s achievements and key performance indicators | | | |
| Propose new operational plans, including targeted budgets, work allocations and staff forecasts | | | |
| Acquire, allocate and optimise the use of resources | | | |
| Develop learning roadmaps to support the professional development of the team | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Account Management | Level 4 | | Leadership | | Advanced |
| Budgeting | Level 4 | | Problem Solving | | Advanced |
| Business Development | Level 4 | | Resource Management | | Advanced |
| Business Needs Analysis | Level 4 | | Service Orientation | | Advanced |
| Business Negotiation | Level 5 | | Communication | | Advanced |
| Business Performance Management | Level 5 | |  | | |
| Data Analytics | Level 4 | |
| Learning and Development | Level 5 | |
| Manpower Planning | Level 4 | |
| Networking | Level 5 | |
| People and Performance Management | Level 4 | |
| Product Management | Level 4 | |
| Problem Management | Level 4 | |
| Project Management | Level 4 | |
| Sales Strategy | Level 5 | |
| Stakeholder Management | Level 5 | |
| Strategy Implementation | Level 4 | |
| Strategy Planning | Level 4 | |
| Technical Sales Support | Level 4 | |
| **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) | | | | | |
|  |  | |  |  |  | |
| The information contained in this document serves as a guide. | | | | | | |