|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – SALES ACCOUNT MANAGER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Sales | | | | | |
| **Occupation** | ICT Sales Professional | | | | | |
| **Job Role** | **Sales Account Manager** | | | | | |
| **Job Role Description** | The Sales Account Manager acts as a key point of contact between an organisation and its clients. He/She possesses thorough product knowledge and oversees product and/or service sales. He works with customers to identify their wants and prepares reports by collecting, analysing, and summarising sales information. He contacts existing customers to discuss and give recommendations on how specific products or services can meet their needs. He maintains customer relationships to strategically place new products and drive sales for long-term growth.  He works in a fast-paced and dynamic environment, and travels frequently to clients' premises for meetings. He is familiar with client relationship management and sales tools. He is knowledgeable of the organisation's products and services, as well as trends, developments and challenges of the industry domain.  The Sales Account Manager is a resourceful, people-focused and persistent individual, who takes rejection as a personal challenge to succeed when given opportunity. He appreciates the value of long lasting relationships and prioritises efforts to build trust with existing and potential customers. He exhibits good listening skills and is able to establish rapport with customers and team members alike easily. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Implement sales strategy** | | Analyse sales and client data to identify market trends and estimate market demand | | | |
| Determine strategic sales targets, markets and product and/or service offerings, expected volume and profits | | | |
| Create lead generation plans to ensure a substantive sales opportunity pipeline | | | |
| Develop pricing approaches to support sales and market growth strategies | | | |
| Coordinate sales activities in line with sales strategy | | | |
| Provide trends and market feedback to senior management | | | |
| **Identify new sales opportunities** | | Identify new sales opportunities with existing clients | | | |
| Evaluate prospect qualification analysis of leads generated by the business development team or insides sales team | | | |
| Present new products and/or services to new and existing clients | | | |
| Participate in price formulation for product and/or service | | | |
| Work with pre-sales teams and other internal stakeholders to meet client needs | | | |
| **Convert sales opportunities to client accounts** | | Plan approach for sales opportunities | | | |
| Develop sales proposals, quotes and bid documents | | | |
| Manage the preparation of documents and materials for meetings and negotiations | | | |
| Analyse motivations and concerns of influencers and decision makers in the client organisation | | | |
| Negotiate specific terms of product and/or service offerings | | | |
| Coordinate with relevant stakeholders to finalise terms and conditions related to contracts and agreements | | | |
| **Manage relationship with clients and channel partners** | | Develop engagement plans and activities to build and strengthen relationships with clients | | | |
| Engage clients regularly to uncover current and potential business concerns and needs | | | |
| Manage the resolution of client feedback and escalate to higher level when needed | | | |
| Evaluate client feedback to identify areas for improvement and recommend changes to enhance client experience | | | |
| Communicate client feedback and market sentiments to relevant internal stakeholders to enhance products and/or services | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Account Management | Level 4 | | Communication | | Advanced |
| Budgeting | Level 4 | | Interpersonal Skills | | Intermediate |
| Business Development | Level 4 | | Service Orientation | | Intermediate |
| Business Needs Analysis | Level 3 | | Decision Making | | Intermediate |
| Business Negotiation | Level 4 | | Problem Solving | | Intermediate |
| Contract Management | Level 4 | |  | | |
| Customer Experience Management | Level 4 | |
| Data Analytics | Level 3 | |
| Networking | Level 4 | |
| Partnership Management | Level 3 | |
| Pricing Strategy | Level 3 | |
| Sales Strategy | Level 4 | |
| Product 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](http://www.skillsfuture.sg/skills-framework/ict) | | | | | |
|  |  | |  |  |  | |
| The information contained in this document serves as a guide. | | | | | | |