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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – SALES DIRECTOR** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Sales and Marketing | | | | | |
| **Sub-track** | Sales | | | | | |
| **Occupation** | ICT Sales Professional | | | | | |
| **Job Role** | **Sales Director** | | | | | |
| **Job Role Description** | The Sales Director determines sales targets, markets and product offering. He/She focuses on revenue target setting accountability, sales strategy and career development of others, liaising with professional staff and other managers on the medium- to long-term sales planning. He develops, communicates and implements the operational strategy, regularly leads important sales initiatives and has ultimate accountability for the sales function. He oversees the preparation and presentation of technical proposals and ensures that the complete plans are feasible within cost, time, and environmental constraints. He drives product differentiation and optimises the use of resources, evaluates partnership effectiveness, and advises on corrective action. He solves complex problems and adopts new perspectives to drive sales.  He works in a fast-paced and dynamic environment, and travels to clients' premises for sales pitches and negotiations. 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 Sales Director is creative and self-motivated, and is dedicated to growing the business. He contributes his expertise to product development and brainstorming of marketing campaigns, as needed. He is a competent decision maker who exhibits flexibility amidst a rapidly changing environment. He strives to train talent and build successful teams. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | | **Key Tasks** | | | |
| **Establish sales strategy** | | Develop long-range goals and objectives for market growth and penetration | | | |
| Analyse business development approaches and strategies to determine best use within the market | | | |
| Forecast current and future business based on market research and analysis of data from sales tools | | | |
| Formulate pricing structure and strategies | | | |
| Review sales and business development strategies to ensure relevance with market and industry trends | | | |
| Develop the unique selling propositions and differentiators based on market and competitor knowledge | | | |
| **Establish channel sales partnerships** | | Establish relationships with new channel partners | | | |
| Manage important and strategic channels partners | | | |
| Review content of legal agreements with channel partners | | | |
| Drive compliance with established channel sales processes | | | |
| Negotiate partnership agreements | | | |
| **Manage relationship with clients and channel partners** | | Lead the development of engagement initiatives and programmes to build and strengthen relationships | | | |
| Develop policies and processes for feedback management | | | |
| Engage strategic and high value accounts periodically | | | |
| Drive servicing of accounts | | | |
| Provide technical knowledge to sales teams and clients | | | |
| Influence senior stakeholders in client organisations to close deals | | | |
| Manage escalated issues and conflicts with clients and channel partners | | | |
| **Manage channel sales operations** | | Establish incentive programmes to drive the achievement of sales targets and strategic objectives | | | |
| Endorse marketing and promotional packages and co-marketing activities with channel partners | | | |
| Manage internal resources and logistics to close sales | | | |
| Lead negotiations of contracts with channel partners | | | |
| Establish on boarding guidelines and protocols for channel partners | | | |
| Establish mechanisms and processes to assess, clarify and validate partner needs | | | |
| Coordinate efforts to meet partner performance objectives and expectations. | | | |
| Deliver management reports on channel partner sales performance | | | |
| **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 | | | |
| Manage the performance and development process, including providing coaching and development opportunities to maximise the potential of each individual | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Generic Skills and Competencies** | | |
| Account Management | Level 4 | | Leadership | | Advanced |
| Budgeting | Level 5 | | Interpersonal Skills | | Advanced |
| Business Development | Level 5 | | Decision Making | | Advanced |
| Business Needs Analysis | Level 5 | | Communication | | Advanced |
| Business Performance Management | Level 4 | | Problem Solving | | Intermediate |
| Business Negotiation | Level 4 | |  | | |
| Contract Management | Level 4 | |
| Customer Experience Management | Level 4 | |
| Data Analytics | Level 4 | |
| Learning and Development | Level 5 | |
| Manpower Planning | Level 4 | |
| Market Research | Level 4 | |
| Networking | Level 4 | |
| Partnership Management | Level 4 | |
| People and Performance Management | Level 4 | |
| Pricing Strategy | Level 4 | |
| Product Management | Level 4 | |
| Project Management | Level 4 | |
| Sales Channel Management | Level 5 | |
| Sales Strategy | Level 5 | |
| Stakeholder Management | Level 5 | |
| Strategy Implementation | Level 4 | |
| Strategy Planning | Level 4 | |
| **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. | | | | | | |