

SKILLS FRAMEWORK FOR FINANCIAL SERVICES					
SKILLS MAP - BUSINESS DEVELOPMENT MANAGER/DISTRIBUTION MANAGER/CHANNEL MANAGER/PARTNERSHIPS AND AFFINITY MANAGEMENT MANAGER					
Sector	Financial Services				
Track	Sales, After Sales, Distribution and Relationship Management				
Occupation	Business Development Executive				
Job Role	Business Development Manager/Distribution Manager/Channel Manager/Partnerships and Affinity Management Manager				
Job Role Description	The Business Development Manager/Distribution Manager/Channel Manager/Partnerships and Affinity Management Manager supports the organisation's business development strategies, expands the current business portfolio, and oversees the running of sales and marketing activities. He/She maintains extensive knowledge of current market conditions to identify competitors and market trends.				
	The Business Development Manager/Distribution Manager/Channel Manager/Partnerships and Affinity Management Manager maintains relationships with existing and new buyers and vendors, and manages a diverse group of stakeholders. He is a highly-driven individual, who possesses great attention to detail and is able to address problems in a dynamic business environment.				
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions		Key Tasks		
	Support development of business strategies			Develop business development plans in alignment with business development strategies	
				Assess feasibility of business development pursuits with internal and/or external stakeholders through engagement sessions	
				Review targets and Key Performance Indicators (KPIs) across teams and integrate into implementation plans	
				Facilitate internal stakeholder engagement to support implementation plans for adapting existing products for new business opportunities	
				Formulate tailored distribution and channel approaches to meet various customer segment needs	
	Enhance current business portfolio			Develop strategies to grow portfolio of channels to increase sales and revenue	
				Collaborate with internal stakeholders to assess gaps and opportunities in business performance and current portfolio	
				Recommend solutions on product and service offerings to meet market demands and identify cross-selling opportunities	
				Build relationships with industry players and expand business network to support partnership strategies	
				Engage with identified business partners, suppliers and vendors to realise new business agreements	
	Drive sales and marketing activities			Develop sales and marketing activities to increase sales and/or promote products and services	
				Co-develop the marketing plans of products and services to drive growth objectives	
				Manage events and other promotional methods to promote products and services	
				Manage events and other promotional methods to engage sales directors and advisors	
				Ensure preparation of front-line staff to execute sales and marketing activities	
				Ensure spending on sales and marketing activities are within pre-defined budgets	
	Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Account Management		Level 4	Communication	Intermediate	
Budgeting		Level 4	Interpersonal Skills	Advanced	
Business Environment Analysis		Level 4	Problem Solving	Intermediate	
Business Negotiation		Level 4	Decision Making	Intermediate	
Business Opportunities Development		Level 4	Leadership	Intermediate	
Business Risk Assessment		Level 4			
Channel Management		Level 4			
Customer Acquisition Management		Level 4			
Customer Relationship Management		Level 4			

	Ethical Culture	Level 4		
	Market Research and Analysis	Level 4		
	Networking	Level 4		
	Partnership Management	Level 4		
	Product Advisory	Level 4		
	Stakeholder Management	Level 4		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.