

<b>SKILLS FRAMEWORK FOR FINANCIAL SERVICES</b>				
<b>SKILLS MAP - BUSINESS DEVELOPMENT EXECUTIVE/DISTRIBUTION EXECUTIVE/PARTNERSHIPS AND AFFINITY MANAGEMENT EXECUTIVE</b>				
Sector	Financial Services			
Track	Sales, After Sales, Distribution and Relationship Management			
Occupation	Business Development Executive			
Job Role	<b>Business Development Executive/Distribution Executive/Channel Executive/Partnerships and Affinity Management Executive</b>			
Job Role Description	<p>The Business Development Executive/Distribution Executive/Channel Executive/Partnerships and Affinity Management Executive executes the various sales and marketing activities, monitors the various channels for prospective partners and evaluates market research findings, data analysis and presents the findings. He/She provides market feedback to the management. In addition, he supports relationship building with existing and new buyers and vendors, and organises events and roadshows.</p> <p>The Business Development Executive/Distribution Executive/Channel Executive/Partnerships and Affinity Management Executive is an individual who is able to multi-task and consistently meet deadlines in a fast-paced environment.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks		
	Support development of business strategies	Support business development plans with quantitative research to inform business development strategies		
		Analyse impact of pursuits on business in collaboration with internal departments		
		Develop quantitative measures of Key Performance Indicators (KPIs) across teams to monitor and analyse progress during implementation		
		Provide working level support to execute implementation plans for adapting existing products for new business opportunities		
		Propose tailored distribution and channel approaches to various customer segment needs		
	Enhance current business portfolio	Provide market feedback to grow portfolio of channels to increase sales and revenue		
		Perform assessments on business performance to analyse gaps and opportunities in current portfolio		
		Gather market feedback and competitors' information and offerings to support recommendations for new product and service offerings		
		Conduct research on market movements, business disruptors and economic landscape to identify new business opportunities		
	Drive sales and marketing activities	Assist to develop sales and marketing activities to increase sales and/or promote products and services		
		Conduct research to support the marketing plans of products and services to drive growth objectives		
		Handle events and other promotional methods to promote products and services		
		Conduct events and other promotional methods to engage sales directors and advisors		
		Coordinate preparation of front-line staff to execute sales and marketing activities		
Track budgets for sales and marketing activities				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Account Management	Level 3	Communication	Intermediate
	Budgeting	Level 3	Interpersonal Skills	Intermediate
	Business Environment Analysis	Level 3	Problem Solving	Basic
	Business Negotiation	Level 3	Service Orientation	Basic
	Business Opportunities Development	Level 3	Teamwork	Basic
	Business Risk Assessment	Level 3		
	Channel Management	Level 3		
	Customer Acquisition Management	Level 3		
	Customer Relationship Management	Level 3		
Ethical Culture	Level 3			

	Market Research and Analysis	Level 3		
	Networking	Level 3		
	Partnership Management	Level 3		
	Product Advisory	Level 3		
	Stakeholder Management	Level 3		
<b>Programme Listing</b>	For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a>			

The information contained in this document serves as a guide.