

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - HEAD OF BUSINESS DEVELOPMENT - BROKERS					
Sector	Financial Services				
Track	Sales, After Sales, Distribution and Relationship Management				
Occupation	Business Development Executive				
Job Role	Head of Business Development - Brokers				
Job Role Description	The Head of Business Development - Brokers is responsible for developing business strategies to increase sales and revenue. He/She leads the identification of and efforts towards new business opportunities for sales growth. He also grows and maintains relationships with customers, industry partners and underwriting teams while ensuring customer service standards are adhered to.				
	The Head of Business Development - Brokers works with various stakeholders and customers. He possesses strong business acumen, leadership, communication and stakeholder management skills.				
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Define business strategies	Key Tasks	Performance Expectations (For legislated / regulated occupations)	
			Develop strategies to grow portfolio of programmes to increase sales and revenue		If broker provides advice directly to customers on life insurance products, Capital Markets and Financial Advisory Services (CMFAS) certification is required. Relevant modules include but are not limited to: 5, 9, 9A
			Formulate sales strategies and targets for the different products and to drive the organisation's cross-selling abilities		
	Formulate organisation's criteria for market segmentation and customer selection				
	Identify business opportunities	Pursue new business opportunities			
		Lead coordination efforts to drive sales to completion			
		Determine potential new channels for sales growth based on sales proposals			
	Grow client base and maintain relationships	Maintain positive relationship with industry partners			
		Cultivate and maintain relationships with customers and manage robust portfolio of accounts			
		Develop customer service standards for the department, against which to drive and measure customer service performance			
Build good working relationship with underwriting teams					
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)		
	Business Environment Analysis	Level 5	Leadership	Advanced	
	Business Negotiation	Level 5	Developing People	Advanced	
	Business Opportunities Development	Level 5	Transdisciplinary Thinking	Advanced	
	Customer Acquisition Management	Level 5	Interpersonal Skills	Advanced	
	Customer Relationship Management	Level 5	Communication	Advanced	
	Ethical Culture	Level 5			
	Market Profiling	Level 5			
	Market Research and Analysis	Level 5			
	Networking	Level 5			
	Partnership Management	Level 5			
	Product Advisory	Level 5			
	Sales Strategy	Level 5			
	Sales Target Management	Level 5			
	Stakeholder Management	Level 5			

Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services
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The information contained in this document serves as a guide.