

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Product, Sales and Market Management					
TSC	Sales Strategy					
TSC Description	Develop a sales strategy, plan and targets, considering market potential, industry trends and various internal and external business factors as well as the evaluation and further refinement of the sales strategy					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FSE-SNM-3040-1.1-1	FSE-SNM-4040-1.1-1	FSE-SNM-5040-1.1-1	FSE-SNM-6040-1.1-1
			Analyse market information and sales opportunities in financial markets	Develop and implement a sales action plan for business units, evaluate its effectiveness and propose refinements to sales strategies and activities	Assess market potential, and formulate sales strategies to generate demand and achieve business objectives	Define an overarching sales strategy integrating macro-trends, industry trends, economic indicators and internal business factors, in line with market projections and business objectives
Knowledge			<ul style="list-style-type: none"> • Methods for market and consumer analysis • Techniques for interpretation of product performance trends • Processes for assessing market potential • The organisation's business model • Key market trends and developments in financial markets 	<ul style="list-style-type: none"> • Key elements of business unit or departmental sales plans • Organisation sales cycles • Market and consumer analysis • Interpretation of product performance trends • Process of cascading sales targets 	<ul style="list-style-type: none"> • Assessment of market potential • Organisation's business model • Key market trends and developments in related industries • Components of a sales plan • Market demand generation strategies • Elements of products and service roadmaps • Target setting methodologies 	<ul style="list-style-type: none"> • Macro trends affecting consumer patterns and demand for products and services • Industry trends and potential impact on sales • Sales forecasting techniques • Key elements of sales strategies • Organisation's target markets • Enterprise level target setting
Abilities			<ul style="list-style-type: none"> • Interpret market information to identify potential sales opportunities • Gather information on organisation's sales plans for further analysis • Monitor sales plan performance • Communicate effectiveness of sales 	<ul style="list-style-type: none"> • Translate product or service roadmaps into a sales action plan for business units • Support development of sales plans based on organisation sales cycles, client profile and product performance trends 	<ul style="list-style-type: none"> • Assess customers and market potential in the context of the organisation's business model • Highlight key trends in the market and related industries that impact demand for organisation's products and services 	<ul style="list-style-type: none"> • Forecast sales growth based on a holistic understanding of broad industry trends, economic indicators and internal business factors • Define overarching sales strategy in line with market projections and business objectives • Align sales and revenue generation strategies

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			<p>and marketing activities to senior team members</p> <ul style="list-style-type: none"> • Monitor sales strategies and identify areas for refinement 	<ul style="list-style-type: none"> • Drive the implementation of the sales plans • Cascade sales targets of business units to different individuals • Evaluate outcomes and effectiveness of sales and marketing activities • Propose changes and refinements to short term sales strategies 	<ul style="list-style-type: none"> • Consider impact of market trends, competitors' activities and sales expansion potential on sales plan • Formulate sales plans • Develop a strategy to create market demand for organisation's key products and services • Set targets for individual business functions • Modify sales strategies and plans based on evaluation of outcomes 	<p>with the broader business strategy</p> <ul style="list-style-type: none"> • Establish target market and customers for products and services • Set sales targets on an enterprise level • Integrate sales strategies with market strategies and other business functions
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