

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - SALES EXECUTIVE				
Sector	Media			
Sub-sector	Games, Film and Video, TV and Broadcast			
Track	Media Business Management			
Sub-track	Media Sales and Distribution			
Occupation	Media Sales and Distribution Professional			
Job Role	Sales Executive			
Job Role Description	<p>The Sales Executive qualifies prospective customers and contacts them if they are deemed as a suitable target, up-sells to existing customers and responds to customer queries under close supervision. He/She is responsible for the achievement of sales targets by tapping on existing accounts and new business development. He works to find new sales leads using market research, business directories, customer referrals, cold calling and/or direct fieldwork. He keeps customers informed of new offerings related to advertising sales and on-air promotions across various digital or traditional platforms as per their requirements. He supports responses to technical and procedural questions, coordinates the formulation of price quotations, submits sales contract for orders and maintains customer records. He also executes the administrative work needed for approvals, submissions and reconciliation.</p> <p>The work involves research, coordination and execution, and he spends significant effort in prospecting new opportunities as well as servicing existing accounts.</p> <p>He is expected to be well-versed and knowledgeable in the organisation's products and/or services. He ought to be comfortable with the sales processes, rights management and contracts. He should have effective communication skills and should be comfortable with numbers and large amounts of data.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Research industry trends	Key Tasks	
			Conduct research on changes in the industry and adjacent sectors	
			Research the industry ecosystem, competitive landscape and the organisation's positioning	
	Execute business development and sales operations	Keep up-to-date on consumption developments and trends in the marketplace		
		Develop client presentations to showcase traditional and digital solutions by cross leveraging the portfolio of diverse offerings		
		Solicit new customers by using research, networks, referrals, cold-calls to analyse customers' requirements		
		Conduct research to identify the potential challenges and needs of the sales team		
		Draft contracts as per sales agreements by collaborating with the legal team		
		Enter sales data accurately in rights management databases		
	Manage customer relationships and accounts	Ensure customer's complete satisfaction by communicating with customers and business units		
		Update customer relationship management (CRM) systems with information from all currently held accounts		
		Ensure compliance with applicable personal data protection legislations and guidelines in dealing with customer information		
		Develop and maintain relationships with existing and potential customers		
		Assist with the preparation of customer presentation and demonstration materials		
		Respond to customer queries and escalate when required		
Provide inputs and insights from own accounts to support account management processes				
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Account Management	Level 3	Communication	Basic
	Business Development	Level 4	Interpersonal Skills	Basic
	Business Negotiation	Level 4	Service Orientation	Intermediate
	Content Distribution	Level 3	Teamwork	Basic
	Contract and Vendor Management	Level 3	Digital Literacy	Basic
	Market Intelligence	Level 3		
	Media Distribution Platform Management	Level 3		
	Partnership Management	Level 4		
	Pricing Strategy	Level 3		
	Sales Strategy	Level 4		

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