

SKILLS FRAMEWORK FOR MEDIA SKILLS MAP - SALES MANAGER		
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 Manager	
Job Role Description	<p>The Sales Manager is responsible for leading and guiding a team of sales executives in an organisation. He/She analyses data, builds sales plans and sets sales targets and goals. He also develops sales processes and enabling tools for the team. He develops creative integrated sales proposals, packaging content across platforms which may incorporate on-air or digital components, promotions, advertising sales, sponsorships and other package deals to meet customer objectives. He analyses sales statistics to determine the sales performance against targets and determine the most effective strategies to meet the plans. He listens and responds to the customer's needs and is able to evaluate the sales team's performance and provide feedback for improvement.</p> <p>The work involves leading a team or multiple teams toward the achievement of assigned targets, and may also involve travel to meet customers and generate prospects.</p> <p>He is able to analyse and interpret complex data to target the focus areas and gaps against the plans and targets. He can inspire his sales team to meet their targets. He has astute analytical and problem solving skills and is required to negotiate and close business deals. He should be able to handle customer complaints and manage stakeholders. He is passionate about helping prospects improve their business.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Research industry trends	Analyse the market and forecast key trends that may impact the organisation
		Analyse opportunities that can be leveraged to benefit the organisation
		Keep track of policy changes that may affect the customer's business
		Familiarise and be up-to-date with relevant laws and any other regulations that can apply to the organisation
		Align the key areas of focus and segments for the organisation based on the sales and distribution strategy
		Determine if current customer acquisition channels are aligned to the sales objectives
		Develop sales targets for each industry segment that are in alignment with overall sales volumes and product and/or service offerings leveraging customer insights
		Translate the key metrics to each team to monitor performance against plans and achievement of sales objectives
	Execute business development and sales operations	Conduct key client presentations to showcase the range of product and/or service offerings across traditional and digital platforms
		Review the sales process and identify areas of improvement
		Oversee the development of sales tools to facilitate the selling process
		Guide pricing and opportunities for package deals on complex and large proposals
		Identify distribution and marketing opportunities by developing plans, liaising and negotiating with sales and distribution agents or companies to expand the reach to more target customers
		Identify opportunities with new and existing clients to drive the development of integrated sales proposals and packaging of content across platforms
	Manage customer relationships and accounts	Drive discipline within team for timely updates to customer relationship management (CRM) systems with up-to-date customer information and business details
		Drive adherence to personal data protection legislations and guidelines in dealing with customer data
		Develop customer relationships with past and potential customers to influence them to close deals
		Lead communication of new product/service introductions, features, benefits and prices to customers
		Provide regular financial evaluation and updates for their accounts
		Take ownership in ensuring optimum servicing of accounts and timely troubleshooting of potential problem areas
	Manage sales performance	Prepare a monthly sales performance report for assigned areas of the business
		Report internal and external factors that may impact sales performance
		Supervise meetings with sales executives to monitor sales activities and to improve performance
Implement solutions to improve sales performance in specific areas of the business		

	Manage teams and/or departments	Communicate common goals, direction and accountability among staff		
		Develop staff by coaching, mentoring and engaging in career discussions		
		Exhibit effective performance management practices within department in accordance with organisational policies and procedures		
		Monitor budgets, forecasting, work allocations and staffing of the various departments		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Account Management	Level 4	Communication	Advanced
	Business Development	Level 5	Problem Solving	Intermediate
	Business Insights	Level 4	Decision Making	Intermediate
	Business Negotiation	Level 5	Interpersonal Skills	Intermediate
	Content Distribution	Level 4	Developing People	Basic
	Contract and Vendor Management	Level 4		
	Market Intelligence	Level 4		
	Media Distribution Platform Management	Level 4		
	Partnership Management	Level 5		
	Pricing Strategy	Level 4		
	Sales Strategy	Level 5		
Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media			

The information contained in this document serves as a guide.