

SKILLS FRAMEWORK FOR MEDIA		
SKILLS MAP - Head of Sales/Sales Director		
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	Head of Sales/Sales Director	
Job Role Description	<p>The Head of Sales/Sales Director defines, articulates and implements the organisation's strategy for selling products and/or services. He/She develops forecasts and strategies to achieve the right volume of sales at price levels that ensure profitability. He actively seeks out major customers and forms relationships with key influencers and buyers. He should also keep abreast of the industry trends, market and competitors' activities and serves as a business representative at major industry events, conferences, trade shows or expositions. He is a team leader with the primary task of managing a group of sales managers to be as effective as possible.</p> <p>The work involves building key relationships to grow the business, and maintaining relationships with partners, customers, stakeholders and other affiliated companies. He spends significant time in leading presentations for business development and in meetings with key business stakeholders.</p> <p>He should display a strong sense of resilience, fairness and has the ability to motivate and inspire his sales teams. He should display strong influencing, problem solving and negotiation skills, and have a strong understanding of market demand and buying behaviour.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Research industry trends	Monitor changes in the industry and determine how they can be converted into useful opportunities
		Participate in forums and discussions to keep abreast of new changes in the industry and practices
		Leverage on innovations within media to maximise the monetisation of traditional and digital assets and products
		Provide inputs to the content development teams based on customer and industry feedback
		Develop a comprehensive organisational sales and distribution strategy that maximises sales opportunities
		Develop sales and distribution policies and programs that reflect the organisation's goals and objectives
		Outline objectives in key target areas such as sales volume, market share, segments, distribution channels and profit margins to guide the development of advertising sales, promotions, campaigns, sponsorships and other offerings based on the customer insights
	Execute business development and sales operations	Provide inputs on sales incentive structure and key performance indicators to help monitor the execution of these targets
		Define the approach for the overall sale of new business, new business to existing accounts and account retention
		Grow penetration into key markets by collaborating with the marketing team
		Recommend changes in pricing structures and packaging, additions, specification changes and deletions in product lines or products
	Manage customer relationships and accounts	Set the direction for the sales team in generating proposals that define a clear path to client satisfaction and revenue growth
		Provide advice in the preparation of bid documents and integrated proposals for key accounts and new focus areas
		Establish customer relationship management (CRM) systems and guidelines for management of customer relationships and leads
		Establish internal guidelines for personal data protection based on applicable legislations, to manage customer data
		Promote positive relations with major customers and prospects to develop a thorough understanding of their needs
	Manage sales performance	Influence senior stakeholders within customers' organisations and premier buyers in the industry
		Foster relationships with new partners to achieve desired revenue and profitability objectives
		Review sales performance by analysing performance reports
Manage teams and/or departments	Investigate internal and external factors impacting sales performance	
	Drive solutions to improve sales performance	
	Define common goals, direction and accountability among staff	
	Define staff development strategies by coaching, mentoring and engaging in career discussions	
	Define effective performance management practices within department in accordance with organisational policies and procedures	
	Oversee budgets, forecasting, work allocations and staffing of the various departments	

	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Skills and Competencies	Account Management	Level 5	Leadership
Business Development		Level 6	Communication	Advanced
Business Insights		Level 5	Decision Making	Advanced
Business Negotiation		Level 6	Interpersonal Skills	Advanced
Content Distribution		Level 5, Level 6	Developing People	Advanced
Contract and Vendor Management		Level 5		
Market Intelligence		Level 5		
Media Distribution Platform Management		Level 5		
Partnership Management		Level 6		
Pricing Strategy		Level 5		
Sales Strategy		Level 6		
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.