

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

<b>TSC Category</b>	Sales and Distribution					
<b>TSC Title</b>	Sales Strategy					
<b>TSC Description</b>	Develop a sales strategy, plan and targets, consider market potential, industry trends and various internal and external business factors as well as the evaluation and further refinement of the sales strategy					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
				<b>MED-SNM-4040-1.1</b>	<b>MED-SNM-5040-1.1</b>	<b>MED-SNM-6040-1.1</b>
				Implement a sales action plan for business units, evaluate its effectiveness and propose refinements to sales strategy 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
<b>Knowledge</b>				<ul style="list-style-type: none"> <li>Key elements of business unit or department sales plan</li> <li>Organisation sales cycles</li> <li>Market and customers analysis</li> <li>Techniques and approaches for trend analysis</li> <li>Product performance metrics</li> <li>Process of cascading sales targets</li> </ul>	<ul style="list-style-type: none"> <li>Techniques for market potential assessment of organisation's business model</li> <li>Organisation's business model</li> <li>Key market trends and developments in related industries</li> <li>Components of a sales plan</li> <li>Market demand generation strategies</li> <li>Elements of product and service roadmap</li> <li>Target setting methodology</li> </ul>	<ul style="list-style-type: none"> <li>Macro trends affecting patterns and demand for products and services</li> <li>Industry trends and potential impact on sales</li> <li>Sales forecasting techniques</li> <li>Key elements of a sales strategy</li> <li>Organisation's target markets</li> <li>Enterprise level target setting</li> </ul>
<b>Abilities</b>				<ul style="list-style-type: none"> <li>Provide inputs for development of sales plans based on organisation sales cycles, client profile and product performance trends</li> <li>Lead the implementation of the sales plan</li> </ul>	<ul style="list-style-type: none"> <li>Assess customers and market potential in the context of the organisation's business model</li> <li>Highlight key trends in the market and related industries that impact demand for organisation's products and services</li> </ul>	<ul style="list-style-type: none"> <li>Forecast sales growth based on a holistic understanding of broad industry trends, economic indicators and internal business factors</li> <li>Define overarching sales strategy in line with market projections and business objectives</li> </ul>

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				<ul style="list-style-type: none"> <li>• Cascade sales target of business unit to different individuals</li> <li>• Evaluate outcomes and effectiveness of sales and marketing activities</li> <li>• Propose changes and refinements to short term sales strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Consider impact of market trends, competitors' activities and sales expansion potential on sales plan</li> <li>• Formulate sales plans and make periodic adjustments</li> <li>• Develop a strategy to create market demand for organisation's key products and services</li> <li>• Set targets for individual business functions</li> <li>• Modify sales strategy and plans based on evaluation of outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Align sales and revenue generation strategy with the broader business strategy</li> <li>• Establish target market and customers for products and services</li> <li>• Set sales targets on an enterprise level</li> <li>• Integrate sales strategy with market strategy and other business functions</li> </ul>
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