

SKILLS FRAMEWORK FOR WHOLESale TRADE
 SKILLS MAP - HEAD OF SALES

Sector	Wholesale Trade	
Track	Trading and Sales	
Occupation	Sales Manager	
Job Role	Head of Sales	
Job Role Description	<p>The Head of Sales assumes overall responsibility for the organisation's sales growth. By leading client segmentation and competitor analysis, he/she drives the development of sales strategies. He is also in charge of expanding sales channels and networks, and drives client relationships by leading contract and customer service management.</p> <p>Innovative and forward-thinking, he keeps abreast of the market and industry trends to identify new opportunities for sales both locally and internationally. He also serves as a mentor to direct reports and provides strategic guidance. He stays abreast of international trading trends by attending key networking events.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop sales strategies	Translate organisational strategic direction into sales targets and objectives
		Set positioning strategies and implementation plans to strengthen all product portfolios and market segments
		Set sales channel strategies, targets and relevant key performance metrics or indicators
		Review sales performance metrics of specific portfolios and/or buyer segments and revise sales targets based on evaluation
		Lead review of competitor landscape and customer demand to identify sales opportunities
	Create sales opportunities	Foster strategic business partner relationships to further organisational sales objectives
		Develop buyer acquisition strategies
		Formulate returns on investment (ROI) measurements of customer acquisition programmes
	Acquire sales accounts	Lead review of buyers' overall business cycle to identify buyers' current and future business needs that can be fulfilled by Sales team
		Conduct sales proposal presentations to senior management of key buyers
		Direct overall negotiation strategy and techniques for acquiring sales accounts
		Synthesise patterns and changes in buyer's technical requirements
		Direct development of technical solutions, product prototypes or models
		Lead follow-up discussions with senior management of key buyers to close sales and payment fulfillment activities
	Manage buyer relationships	Establish buyers relationship management strategies
Lead identification of current and emerging trends, competitive landscape and buyer expectations		
Lead trade relationship opportunities that create value or are mutually beneficial for buyers and the organisation		
Lead analysis of customer relationship models to enhance buyer retention and loyalty		
Approve proposed actions to address buyer requests that deviate from signed sales agreement		
Guide resolution approaches in accordance with organisational policies and procedures and reach mutually agreed outcomes with buyers		
Lead high-level client post sales support on technical nuances related to product and/or product offerings		
Drive collaboration of human resource, technology, finance and continuous	Lead department's financial budgeting process to acquire funds for the operational activities	

	improvement initiatives	Drive corporate governance measures
		Manage subordinates' professional and career development
		Manage department's recruitment and retention efforts
		Lead technology application to improve productivity and innovation
		Develop revised workplace technology approach for productivity improvement and innovation
		Direct review and analysis of work outcomes to determine effectiveness of processes and procedures
		Formulate process solutions to innovate current work processes

Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Budgeting	Level 5	Communication	Advanced
Business Negotiation	Level 5	Leadership	Advanced	
Business Opportunities Development	Level 5	Decision Making	Advanced	
Business Performance Management	Level 5	Interpersonal Skills	Advanced	
Business Planning	Level 5	Problem Solving	Advanced	
Business Presentation Delivery	Level 5			
Change Management	Level 5			
Conflict Management	Level 5			
Continuous Improvement Management	Level 5			
Contract Development and Management	Level 5			
Customer Acquisition Management	Level 5			
Customer Experience Management	Level 5			
Customer Relationship Management	Level 5			
Effectiveness Management	Level 5			
Enterprise Risk Management	Level 5			
Innovation Management	Level 5			
Learning and Development	Level 5			
Manpower Planning	Level 5			
Market Profiling	Level 5			
Networking	Level 5			
Organisational Analysis	Level 5			
Product Advisory	Level 5			
Resource Management	Level 5			
Sales Target Management	Level 5			
Service Excellence	Level 5			
Solutions Design Thinking	Level 5			

	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
	Systems Thinking Application	Level 5		
	Technology Integration	Level 4		
Programme Listing	For a list of Training Programmes available for the Wholesale Trade sector, please visit www.skillsfuture.sg/skills-framework/wholesaletrade			

The information contained in this document serves as a guide.