

SKILLS FRAMEWORK FOR WHOLESALE TRADE  
 SKILLS MAP – SALES MANAGER

<b>Sector</b>	Wholesale Trade	
<b>Track</b>	Trading and Sales	
<b>Occupation</b>	Sales Manager	
<b>Job Role</b>	<b>Sales Manager</b>	
<b>Job Role Description</b>	<p>The Sales Manager is responsible for managing the organisation's sales growth. By analysing client segmentation and competitor landscape, he/she develops sales strategies. He supports lead generation, and conducts business and contract negotiations to increase client acquisition and boost retention.</p> <p>Innovative and resourceful, he demonstrates initiative in identifying new opportunities both locally and regionally and converting them into actual sales. He builds good rapport with new and existing clients by pro-actively anticipating clients' needs and identifying business solutions to meet those needs. He networks extensively outside of the office to stay in close contact with the key industry stakeholders.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	Develop sales strategies	Develop sales teams' sales plan to achieve cascaded sales targets Develop targeted market segments according to specific buyer profiles Evaluate sales channel performances against sales target to drive sales objectives Identify factors that affect sales performance based on buyer interactions and develop recommendations for improvement Analyse data and intelligence on competitor landscape and buyer demands to identify sales opportunities
	Create sales opportunities	Enhance networks and possible leads by attending industry programmes, events, or activities Establish buyer acquisition plans to acquire new buyers Enhance existing customer acquisition and retention plans
	Acquire sales accounts	Review buyer's overall business cycle to identify buyer's current and future business needs that can be fulfilled by Sales team Present sales proposal to buyers Facilitate negotiation of sale agreements for bigger accounts Diagnose buyer's technical product needs Present suitable technical solutions to address buyers' needs Identify high priority buyers to facilitate follow-up discussions for sales closure and payment fulfillment activities Review and accelerate payment processes for ad-hoc and/or non-routine payment issues with sellers
	Manage buyer relationships	Develop buyers relationship management programmes Develop insights from buyer feedback and market sentiments for further product enhancements Establish trade opportunities that create value or are mutually beneficial for buyers and the organisation Develop measures to enhance buyers' retention and loyalty based on analysis of customer data and purchasing behaviour Develop actions to address buyer requests that deviate from signed sales agreement

		Facilitate organisational responses that can address buyer's dissatisfaction of goods		
		Facilitate collaboration with product subject matter experts to address high-level technical nuances related to product and/or product offerings		
	Drive collaboration of human resource, technology, finance and continuous improvement initiatives	Propose department's financial budget for management approval		
		Develop corporate governance measures		
		Provide on-the-job training and performance evaluation to subordinates		
		Implement department's recruitment and retention efforts		
		Evaluate latest technology trends that can be leveraged to improve productivity and innovation		
		Evaluate how workplace technology approach can be revised based on feedback		
		Review outcomes using available records and information to determine effectiveness of work processes and procedures		
Review work processes improvement solutions to determine effectiveness				
<b>Skills &amp; Competencies</b>	<b>Technical Skills &amp; Competencies</b>		<b>Generic Skills &amp; Competencies</b>	
	Budgeting	Level 4	Communication	Advanced
	Business Negotiation	Level 4	Interpersonal Skills	Advanced
	Business Opportunities Development	Level 4	Problem Solving	Advanced
	Business Performance Management	Level 4	Service Orientation	Advanced
	Business Planning	Level 4	Leadership	Advanced
	Business Presentation Delivery	Level 4		
	Change Management	Level 4		
	Conflict Management	Level 4		
	Continuous Improvement Management	Level 4		
	Contract Development and Management	Level 4		
	Customer Acquisition Management	Level 4		
	Customer Experience Management	Level 4		
	Customer Relationship Management	Level 4		
	Data Mining and Modelling	Level 3		
	Effectiveness Management	Level 4		
	Enterprise Risk Management	Level 4		
	Innovation Management	Level 4		
	Learning and Development	Level 4		
	Manpower Planning	Level 4		
	Market Profiling	Level 4		
	Networking	Level 4		
Organisational Analysis	Level 4			

	Product Advisory	Level 4		
	Resource Management	Level 4		
	Sales Closure	Level 4		
	Sales Target Management	Level 4		
	Service Excellence	Level 4		
	Solutions Design Thinking	Level 4		
	Stakeholder Management	Level 4		
	Strategy Planning	Level 4		
	Systems Thinking Application	Level 4		
	Technology Integration	Level 4		
<b>Programme Listing</b>	For a list of Training Programmes available for the Wholesale Trade sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/wholesaletrade">www.skillsfuture.sg/skills-framework/wholesaletrade</a>			

The information contained in this document serves as a guide.