

**SKILLS FRAMEWORK FOR WHOLESALE TRADE
SKILLS MAP – SALES EXECUTIVE**

Sector	Wholesale Trade	
Track	Trading and Sales	
Occupation	Sales Executive	
Job Role	Sales Executive	
Job Role Description	<p>The Sales Executive is responsible for monitoring competitor landscape to support development of sales strategies. He/She also supports acquisition of sales through his generation and follow-up of leads. Through his engagement with customer enquiries and feedback, he analyses customer behaviour to support client acquisition and retention.</p> <p>Innovative and resourceful, he keeps informed of the organisation's products and services as he sources new opportunities both locally and regionally. He leverages such knowledge to tailor solutions which meet clients' requirements. He commutes extensively to maintain rapport with potential and existing clients and to close sales leads.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Develop sales strategies	Apply sales targets to guide achievement of sales performance
		Conduct market profiling to identify potential market segments and buyer profiles
		Analyse sales channels using buyers' profiles to guide achievement of sales performance
		Relay feedback from buyers on sales factors affecting sales performance to improve sales target development
		Monitor competitor landscape and customer demand to provide market intelligence for strategy development
	Create sales opportunities	Initiate working-level relationships with networks and leads to support sales objectives
		Follow up with leads to increase potential buyers base
		Implement enhanced customer acquisition programmes
	Acquire sales accounts	Interpret buyers' overall business cycle to support the identification of buyers' current and future business needs
		Collate relevant information to be included in sales proposals
		Conduct negotiation of sale agreements
		Perform follow-up actions to close sales
		Analyse technical requirements or non-standard buyer requests
		Explain technical nuances as well as pros and cons of various solutions that appeal to buyers' technical requirements
		Perform follow-up actions to close sales, including collaborating with Finance and Operations for payment fulfillment activities
Collaborate with sales and finance departments to facilitate payment processes to sellers		
Manage buyer relationships	Implement buyers relationship management programmes by engaging buyers and obtaining support	
	Analyse buyers' feedback, requirements and market sentiments using customer relationship tools for product enhancements	
	Identify trades that create value or are mutually beneficial for buyers and the organisation	
	Analyse buyers' data and purchasing behaviour from customer relationship models	
	Escalate buyers' requests that deviate from signed sales agreement	

		Identify responses that can minimise negative impact and address buyers' dissatisfaction of goods		
		Provide post-sales support on technical nuances related to product and/or product offerings		
	Support application initiatives	Facilitate the use of technologies, electronic tools and devices		
		Contribute in key activities and milestones in technology implementation projects		
		Provide assistance in ongoing records and information review to determine the effectiveness of work processes and procedures		
		Plan continuous work improvement activities and performance improvement strategies		
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Business Negotiation	Level 3	Communication	Intermediate
	Business Opportunities Development	Level 3	Interpersonal Skills	Intermediate
	Business Performance Management	Level 3	Service Orientation	Advanced
	Business Planning	Level 3	Teamwork	Intermediate
	Business Presentation Delivery	Level 3	Problem Solving	Intermediate
	Change Management	Level 3		
	Conflict Management	Level 3		
	Continuous Improvement Management	Level 3		
	Customer Acquisition Management	Level 3		
	Customer Experience Management	Level 3		
	Customer Relationship Management	Level 3		
	Data Mining and Modelling	Level 3		
	Effectiveness Management	Level 3		
	Innovation Management	Level 3		
	Learning and Development	Level 3		
	Market Profiling	Level 3		
	Networking	Level 3		
	Product Advisory	Level 3		
	Resource Management	Level 3		
	Sales Closure	Level 3		
	Sales Target Management	Level 3		
	Service Excellence	Level 3		
	Solutions Design Thinking	Level 3		
Stakeholder Management	Level 3			
Systems Thinking Application	Level 3			
Technology Integration	Level 3			
Programme Listing	For a list of Training Programmes available for the Wholesale Trade sector, please visit www.skillsfuture.sg/skills-framework/wholesaletrade			