



Hi! I am Tina and I work as a **Sales Supervisor**.

I monitor sales transactions and inventory within my store, and empower sales associates with relevant sales strategies based on insights on specific customer purchasing behaviours.

OVERVIEW OF IMPACT TO THE ROLE

Level of Impact

HIGH

Time Horizon



Key Trends driving Impact



Highly Impacted Retail Archetypes

Supermarkets & Convenience Stores	Small and Medium Enterprises
Digital Player	Digital Leader

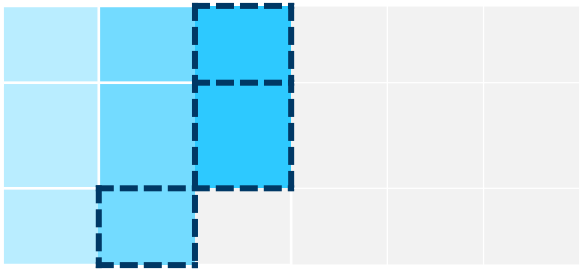


DETAILED LOOK INTO IMPACT ON THE ROLE

Category of Impact	Types of impact to the role
Technology Implementation	Displacement by Technology
	Augmented by Technology
	<b>Complemented by Technology:</b> Technology improves the efficiency of repetitive and transactional retail processes within the role.
Job Reconfiguration	<b>Job Enlargement:</b> Role will take on <b>additional responsibilities of data analytics and digital implementation</b> activities.
	<b>Job Enrichment:</b> Role will focus on enhancing the overall customer experience, integrating sales processes across <b>online and offline channels</b> .

Skills to Grow

- Data Analytics**  
From proficiency level 2 to 3
- Customer Relationship Management Operations**  
From proficiency level 2 to 3
- Product Styling**  
Proficiency level 2



New Skills Required

- Omni-channel Management
- Robotics and Automation Application
- In-store Digital Application and Assistance

Sales Supervisor will be expected to upskill in:

- Data Analytics:** Understand and apply basic data analytics to determine customer purchasing patterns
- Customer Relationship Management Operations:** Analyse customer and sales data available and recommend improvements in sales processes to strengthen business relationships with customers

While the skill level remains, the Sales Supervisor will be increasingly expected to apply these skills in their role:

- Product Styling:** The Sales Supervisor needs to design and implement store layouts to illustrate product styles based on customer feedback and data.

\*Skills and proficiency levels are identified based on Skills Framework for Retail



## THE ROLE TODAY

The Sales Supervisor is accountable for achieving assigned team sales targets and conduct supervisory duties that involve the coordination of activities to ensure that operational demands are catered for. The role also oversees daily store operations, leads merchandising activities to optimise sales performance and is expected to deal with multiple parties in the workplace, such as colleagues and external customers, as part of managing in-store operations.



## THE ROLE TOMORROW

The Sales Supervisor will expand to analyse and develop sales strategies to achieve optimum sales target. This includes analysing sales channel performance, competitor landscape and customer demand to identify sales opportunities. With emerging technologies such as AI and mobile applications, the Sales Supervisor will need to be digitally-savvy and guide staff to adopt technology implemented. He/she will need to evaluate the feasibility of integrating technologies into sales strategies.

### Changes in critical work function

Critical Work Function	Key Drivers of Change	Implications on Tasks
Deliver Service Excellence	<p><u>Empowering staff with knowledge on analysing data to enhance operational processes</u></p> <ul style="list-style-type: none"><li>• <b>Real-time inventory and information management system</b> provide visibility and support for staff to provide greater efficiency in responding to products and services queries.</li></ul>	<p><u>Complemented by Technology:</u></p> <ul style="list-style-type: none"><li>• The Sales Supervisor is critical in driving technology-enabled customer experience, <b>guiding the implementation of technology to provide effective customer-centric sales and operations strategies.</b></li><li>• As technology continues to be embedded across multiple customer touchpoints, the Sales Supervisor would be responsible for <b>tracking key customer metrics (e.g. interactions with digital displays)</b> to ensure a customer-centric retail experience.</li></ul>
Deliver Operations Excellence		

Critical Work Function	Key Drivers of Change	Implications on Tasks
Engage in Innovation and Productivity Initiatives	<p><u>Embedding technology in retail operations to optimise service efficiency</u></p> <ul style="list-style-type: none"><li>• <b>Automated checkout and fraud detection processes</b> (e.g. self-checkout kiosks, mobile scanning checkouts) are implemented to provide a seamless experience for customers at stores.</li><li>• <b>Individual product IDs and/or digital enabled barcodes</b> to trigger data-enabled replenishments or implementation of sales promotions.</li><li>• <b>Customer data and analytics:</b> Retailers are equipping associates with tools armed with insights about existing customers and preferences, in order to better connect with shoppers</li></ul> <p><u>Attracting consumers with an immersive retail experience</u></p> <ul style="list-style-type: none"><li>• <b>Augmented Reality/Virtual Reality</b> applications to enhance the customer experience</li></ul>	<p><u>Job Enlargement:</u></p> <ul style="list-style-type: none"><li>• The Sales Supervisor has to <b>conduct basic data analysis on key customer experience metrics</b> (e.g. customer feedback, inventory replenishment rate), and identify solutions that will <b>improve the overall customer experience</b>.</li><li>• The Sales Supervisor will continue to <b>stay updated on the latest technology available and identify areas for improvement</b> for the store to remain relevant and productive.</li></ul>
Manage Customer Order Fulfilment	<p><u>Rise of digital sales platforms</u></p> <ul style="list-style-type: none"><li>• Increased demand for <b>online-to-offline sales fulfilment</b>, e-commerce enable retailers to connect online shoppers with in-store associates and provide online and offline product listings.</li></ul>	<p><u>Job Enrichment:</u></p> <ul style="list-style-type: none"><li>• The Sales Supervisor will be essential in spearheading the <b>integration of digital and offline sales channels</b>. This <b>creates a channel-agnostic culture where customer experience is the top priority</b> across all functions and channels. The Sales Supervisor supports staff in handling online and offline fulfilment activities.</li></ul>

A closer look at how tasks would be impacted:

Critical Work Function	Existing task...	...Envisioning the new tasks
Deliver Service Excellence	Manage operations for service excellence	<ul style="list-style-type: none"><li>Implement inventory analytics tools to forecast and maintain inventory operations</li><li>Support the integration of technologies between the business systems of suppliers and partners to manage purchasing, stockholdings and distribution efficiencies</li></ul>
Deliver Operations Excellence	Supervise retail operations	
Engage in Innovation and Productivity Initiatives	Generate ideas and support the implementation of productivity and innovation initiatives	<ul style="list-style-type: none"><li>Implement sales monitoring software (e.g. point-of-sales systems) and processes</li><li>Measure the effectiveness of sales strategies, customer experience and customer acquisition programmes by leveraging on data analytic tools/software, and propose changes in sales strategies across both online and offline channels</li><li>Review sales, customer and purchasing behaviour data, and identify performance insights that formulate new sales initiatives</li></ul>
Manage Customer Order Fulfilment	Handle fulfilment of customers' orders across store pick or delivery service	<ul style="list-style-type: none"><li>Monitor &amp; handle fulfilment of customers' orders across all relevant platforms, including digital or in-store sales, as well as multi-modal fulfilment activities (e.g. online-to-offline fulfilment, subscription services).</li></ul>

Upskilling of existing skills



- Data Analytics
- Customer Relationship Management Operations
- Product Styling

New skills for the role



- Robotics and Automation Application
- In-store Digital Application and Assistance^
- Omni-channel Management^

*^Skills not in any Skills Framework*

The Sales Supervisor role could potentially merge with the Store Manager, to drive greater efficiency and reduce overlapping tasks (e.g. managing sales, operational and people activities)