

## Level of Impact

## High Impact

## Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Implement sales strategies	<ul style="list-style-type: none"> <li>Collect demographic data of buyer profiles and assist in analysis to enhance the performance of sales channels</li> <li>Assist in collating feedback to improve sales target development</li> </ul>	<ul style="list-style-type: none"> <li><b>[SUBSTITUTED]</b> Leverage <b>AI-enabled platforms</b> and <b>RPA</b> to automate data collation, data cleaning, research of buyer profiles, and collate feedback from various customer segments</li> <li><b>[AUGMENTED]</b> Leverage <b>data analytics</b> to generate insights on the effectiveness of sales channels, initiatives and product development</li> <li><b>[AUGMENTED]</b> Support the execution of <b>personalised sales initiatives</b> across physical, <b>digital</b> and <b>customer self-service channels</b>. Provide a <b>personalised experience</b> across touchpoints in the customer journey</li> <li><b>[NEW]</b> Develop ideas to improve sales activities and processes by understanding <b>unique customer needs</b> and <b>behaviours</b></li> </ul>
Create sales opportunities	<ul style="list-style-type: none"> <li>Coordinate programme activities to drive acquisition targets</li> <li>Coordinate leads on potential new buyers</li> </ul>	<ul style="list-style-type: none"> <li><b>[NEW]</b> Use tools to build a <b>personal brand</b> to foster connections and relationships with customers</li> <li>Leverage <b>CRM software</b> to generate lists of target customers and market segments</li> <li><b>[NEW]</b> Analyse <b>real-time data</b> to gather insights on the effectiveness of customer acquisition programmes</li> <li>Support the development of communication materials for <b>omni-channel</b> platforms to provide continuous real-time engagement with targeted customers</li> </ul>
Acquire sales accounts	<ul style="list-style-type: none"> <li>Consolidate information on buyers' requirements and assist in the preparation of sales proposals</li> <li>Communicate technical details of products to buyers</li> <li>Support sales and finance departments to process payment</li> </ul>	<ul style="list-style-type: none"> <li><b>[NEW]</b> Utilise <b>integrated technology</b> to obtain real-time feedback and support analysis of customers' needs</li> <li>Communicate technical details of products through physical and <b>virtual interactions</b></li> <li>Support sales proposal development by using data that is automatically collated, cleaned and processed</li> <li><b>[SUBSTITUTED]</b> Use <b>AI chatbots</b> to automate first-level communication and query handling on products</li> <li><b>[SUBSTITUTED]</b> Use <b>RPA</b> to automate standardised billing and payment processes with minimal human intervention</li> </ul>

## Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Manage buyer relationships	<ul style="list-style-type: none"> <li>Maintain records and documentation of buyers' data and buyer engagements to facilitate downstream tracking</li> <li>Escalate buyers' dissatisfaction with products and assist in resolving technical requests</li> </ul>	<ul style="list-style-type: none"> <li><b>[NEW]</b> Use <b>CRM</b> systems to generate insights on enhancing customer relationships</li> <li><b>[SUBSTITUTED]</b> Use <b>AI</b> and <b>RPA-enabled platforms</b> to automate records and documentation of customers' data and engagements</li> <li><b>[SUBSTITUTED]</b> Use <b>AI chatbots</b> to facilitate first-level support and resolution of routine technical enquiries</li> <li>Address complex technical enquiries by leveraging an in-depth knowledge of products</li> <li><b>[NEW]</b> Provide initial inputs on ways to improve post-sales activities</li> </ul>
Support application initiatives	<ul style="list-style-type: none"> <li>Operate new technologies, electronic tools and devices to improve operations in own work areas</li> <li>Support the review of work processes and procedures to improve work performance</li> </ul>	<ul style="list-style-type: none"> <li>Operate new technologies, electronic tools and devices to improve operations in own work areas</li> <li>Support the review of work processes and procedures using <b>data analytics</b> to provide <b>insights</b> on work performance</li> </ul>

## Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Business Development Coordinator	Marketing Coordinator	Operations Coordinator	Business Development Coordinator	Business Intelligence Coordinator	Logistics Coordinator

## SKILL DIFFERENTIATORS

## Roles Specific

SKILL	DESCRIPTIONS
Customer Experience Transformation	Conduct research and identify potential touchpoints and key moments that matter across the customer journey. Synthesise insights on gaps to provide recommendations for enhancement for various customer segments. Identify innovative technologies and recommend initiatives for enhancing the customer experience journey.
Omni-channel Strategy Implementation	Apply principles of omni-channel communication to ensure integrated and seamless customer experience across the interactions and services. Monitor the communications and suggest changes to enhance experience and engagement through new content or channels.
Performance Monitoring and Analysis	Interpret performance data to develop insights to improve business performance.

IN THE NEXT  
3-5 YEARS...

The role will support sales activities across physical and digital channels. Technologies such as AI and RPA, will help to automate most routine sales processes, as well as handle queries and follow-ups. This will allow the role to focus more on performing data analytics, modelling and sales analytics to obtain data-driven insights. As more tasks within the role become substituted, the role could become redundant, be outsourced to a cheaper location or be merged with another role within the organisation.

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