

Level of Impact

Medium Impact

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Implement sales strategies	<ul style="list-style-type: none"> Analyse sales channels against market segments and buyer profiles to improve sales performance Relay feedback from buyers to improve sales target development Monitor competitor landscape and customer demand to support strategy development 	<ul style="list-style-type: none"> [NEW] Research on new technologies such as AI and mobile applications to provide inputs on potential improvement in sales initiatives and digital sales [NEW] Support the implementation of technologies like chatbots and virtual agents to automate manual sales activities and processes Use technologies like AI to monitor changes in the industry and competitor landscape and proactively identify solutions to maximise sales performance [AUGMENTED] Analyse data to generate deeper insights on past performance, sales trends and customer behaviour. Provide a personalised experience across touchpoints in the customer journey
Create sales opportunities	<ul style="list-style-type: none"> Initiate working-level relationships and follow up with leads to support sales objectives Implement enhanced customer acquisition programmes 	<ul style="list-style-type: none"> [NEW] Identify tools to build a personal brand to foster connections and relationships with customers [NEW] Post regular web content to maintain an active online presence and enable social selling [AUGMENTED] Leverage omni-channel communications and platforms such as mobile applications to engage with customers and generate leads
Acquire sales accounts	<ul style="list-style-type: none"> Support identification of buyers' business needs Analyse buyers' requests and explain technical nuances to meet requirements Conduct negotiation of sales agreements and follow-up actions to close sales Collaborate with other departments to facilitate payment processes 	<ul style="list-style-type: none"> Analyse data to uncover insights on customers' needs and collaborate with other teams to meet customers' technical product requirements [AUGMENTED] Use AI-enabled systems to automate report generation on components and quotations Provide timely and relevant information to stakeholders for sales proposal development using data that is automatically collated, cleaned and processed Conduct sales presentations and negotiations through physical and virtual interactions Use technologies such as videotelephony software and mobile applications to schedule follow-up discussions, ensure sales closure and payment fulfilment Use technology to facilitate complex payment processes and enhance the efficiency of the entire payment process

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Manage buyer relationships	<ul style="list-style-type: none"> Implement buyers' relationship management programmes and identify mutually beneficial trades Analyse buyer feedback, purchasing behaviours and market sentiments for product enhancements Identify responses and escalate buyers' requests and issues Provide post-sales support 	<ul style="list-style-type: none"> [NEW] Support the streamlining of sales efforts and processes by supporting the implementation of CRM systems to enable a positive customer experience [AUGMENTED] Use AI-enabled platforms and data analytics to provide insights on trends, competitive landscape and buyer behaviour Implement customer relationship management programmes based on segmented customer groups [SUBSTITUTED] Use AI chatbots to automate the resolution of standard product-related enquiries Address complex queries and customers' dissatisfaction by leveraging depth knowledge of products and engagement skills
Support application initiatives	<ul style="list-style-type: none"> Assist in the review of work processes and procedures to plan for continuous work improvement activities Contribute to technology implementation projects to facilitate the use of technologies, electronic tools and devices 	<ul style="list-style-type: none"> Assist in the review of work processes and procedures using data analytics to provide data-driven insights for the planning of continuous work improvement activities Contribute to technology implementation projects to advocate the use of technologies, electronic tools and devices in improving work processes

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Logistics Executive	Project Executive	Supply Chain Executive	Account Executive	Business Intelligence Executive	Product Executive

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...

Apart from traditional physical channels, this role will also execute sales through digital channels. New technologies will help to automate sales activities and processes, substituting non-value-added tasks within the role. The role will be expected to implement customer-centric sales programmes and leverage data analytics to understand customer needs, motivations and behaviours. The role will perform virtual selling and support in the planning of strategic sales and metric development.

[BACK TO LIST OF JOBS](#)