

Level of Impact

Medium Impact

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Develop sales strategies	<ul style="list-style-type: none"> Develop sales strategies, targets and key performance metrics Set market positioning strategies and plans to strengthen product portfolios and market segments Review sales channel performance, competitor landscape and customer demand to revise targets and identify sales opportunities 	<ul style="list-style-type: none"> [NEW] Collaborate with the technology, marketing and business development teams to develop sales strategies that integrate technologies while considering industry trends and competitor landscape Formulate sales strategies, targets and key performance metrics that take into consideration plans to sell via traditional and digital channels [AUGMENTED] Leverage data analytics to generate more in-depth insights into past performance, sales trends, customer behaviour, and identify key customer segments. Design evidence-based and targeted strategies for a personalised experience across touchpoints in the customer journey [NEW] Drive the use of omni-channel distribution methods to enhance reach to broader customer segments and streamline the buying process for customers [NEW] Guide the development of customer self-service channels like chatbots and virtual agents that interact with customers round-the-clock, providing continuous and reliable omni-channel support Drive collaboration with other business leaders to create new products, customer segments and go-to-market strategies that are aligned with organisational strategic direction and future needs
Create sales opportunities	<ul style="list-style-type: none"> Develop strategic business partner relationships and buyer acquisition strategies Formulate ROI measurements of customer acquisition programmes 	<ul style="list-style-type: none"> [AUGMENTED] Advocate personal brand building to foster connections and relationships with customers Drive the creation of regular web content to maintain an active online presence and enable social selling [AUGMENTED] Leverage data analytics to forecast trends and events related to sales. Measure the effectiveness of sales strategies, customer experience and customer acquisition programmes using insights from data and make necessary changes in plans and strategies
Acquire sales accounts	<ul style="list-style-type: none"> Lead review of buyers' overall business cycle to meet their needs Direct overall negotiation strategy and conduct sales proposal presentations to acquire sales accounts Synthesise patterns and changes in buyer's technical requirements and direct development of technical solutions 	<ul style="list-style-type: none"> [AUGMENTED] Leverage customer data analytics and sentiments analysis to obtain data-driven insights on customers' buying patterns and analyse customers' reactions to new products or services in real-time. Identify feedback and make necessary edits in plans to mitigate reputational and operational risk Lead sales proposal presentations, negotiate and close sales through physical or virtual interactions [NEW] Explore the use of immersive VR to showcase products' features and workflows to shorten sales cycle

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Manage buyer relationships	<ul style="list-style-type: none"> Develop buyers' relationship management strategies, trade relationship opportunities and customer relationship models to create value and enhance customer loyalty Lead identification of trends, competitive landscape and buyer expectations Guide resolution approaches to address buyer requests and reach mutually agreed outcomes in accordance with organisational policies and procedures Lead high-level clients' post-sales support on technical nuances 	<ul style="list-style-type: none"> [NEW] Streamline sales efforts and processes through CRM systems to enable a positive customer experience [AUGMENTED] Leverage AI-enabled platforms and data analytics to uncover insights on trends, competitive landscape and buyer behaviour [NEW] Partner with customers to shape omni-channel communication and distribution strategies [NEW] Leverage digital channels such as mobile applications and social media to build brand loyalty and create personal connections with customers looking for support, delivering a better customer experience [NEW] Drive the use of platforms that curate real-time feedback and provide customised interactions to various customer segments Lead the development of SOPs to provide efficient and timely support on customers' technical issues Act as an advisor to lead complex customer post-sales support [NEW] Leverage data analytics to measure the effectiveness of post-sales activities in meeting customers' needs
Drive collaboration of human resource, technology, finance and continuous improvement initiatives	<ul style="list-style-type: none"> Oversee department's financial budgeting process and budget utilisation Strategise department's talent attraction, development and retention efforts Drive corporate governance measures Lead the use of technology for process improvement and innovation 	<ul style="list-style-type: none"> Strategise the deployment of solutions like data analytics and BI applications to improve processes, conduct resource planning and enhance the budgeting process Ensure interoperability between existing and new systems and software applications in an organisation, allowing for effective and accurate data exchange and communication, information sharing and easy execution of activities Develop strategies to deliver work effectively through job redesign and reskilling/upskilling strategies Drive progressive and inclusive corporate governance measures. Drive initiatives to uphold the organisation's ESG guidelines

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Head of Marketing	Head of Operations	Head of Strategic Partnership	General Manager	Head of Account Management	Head of Marketing

SKILL DIFFERENTIATORS

Roles Specific

SKILL	DESCRIPTIONS
Customer Experience Transformation	Develop the customer experience strategy defining the ideal customer experience. Eliminate pain points in the customer journey and enhance moments that matter. Strategise and guide the implementation roadmap for the customer experience and define the governance framework to track implementation.
Omni-channel Strategy Development	Develop communication strategies to optimise the use of multi-channel platforms for an integrated and seamless customer experience that provides real-time, personalised interactions and services. Define metrics to monitor the performance of existing platforms and review new platforms to transform the customer experience.
Performance Monitoring and Analysis	Collaborate with other business leaders to strategise the design of data-driven frameworks and dashboards to enable monitoring of business performance for better decision-making.

IN THE NEXT
3-5 YEARS...

In addition to traditional sales models, the role will increasingly focus on driving digital sales. The role will shift from a seller-centric orientation to a customer-centric orientation and from an analogue sales process to an automated, digital-first engagement with customers. The role will advocate the use of predictive analytics and AI through multi-channel sales strategies, to improve sales conversion rates.

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