SALES MANAGER

Level of Impact	Medium Impact

Job expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Develop sales strategies	• Develop a sales plan to achieve sales targets • Develop market segments and identify factors that affect sales performance to develop appropriate recommendations • Analyse sales channel performance, competitor landscape and customer demand to identify sales opportunities	• **[NEW]** Evaluate the feasibility of integrating technologies such as **AI** and **mobile applications** into sales strategies and support their adoption • Analyse industry trends and competitor landscape to provide insights on potential sales opportunities • **[AUGMENTED]** Leverage **data analytics** to generate deeper insights on past performance, sales trends, customer behaviour and perform customer segmentation. Provide a **personalised experience** across touchpoints in the customer journey • **[NEW]** Implement **omni-channel** distribution methods to enhance reach to broader customer segments and streamline the buying process for customers • **[NEW]** Develop **customer self-service channels** like **chatbots** and **virtual agents** that interact with customers round-the-clock, providing continuous and reliable omni-channel support • Engage other business managers to gather and share inputs on new products and execute go-to-market strategies
Create sales opportunities	• Attend industry events and activities to build networks and obtain leads • Establish and enhance buyer and customer acquisition plans	• **[NEW]** Build a **personal brand** to foster connections and relationships with customers • **[NEW]** Create **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 data and propose changes in plans and strategies
Acquire sales accounts	• Review buyers' overall business cycle to identify business needs • Diagnose buyer's technical product needs to present suitable technical solutions • Facilitate the negotiation of sales agreements and present sales proposal to buyers • Facilitate follow-up discussions for sales closure and payment fulfilment activities	• **[AUGMENTED]** Use **customer data analytics** and **sentiment analysis** to obtain data-driven insights on customers' buying patterns and analyse customers' interactions and reactions to new products or services in real-time. Identify feedback and respond quickly to mitigate reputational and operational risk • Conduct sales presentations and negotiations through physical and **virtual interactions** • **[NEW]** Research and make recommendations on the use of **immersive VR** to showcase products' features and workflows to shorten sales cycle • **[AUGMENTED]** Leverage technologies such as **mobile applications** to schedule follow-up discussions, ensure sales closure and payment fulfilment

SALES MANAGER

Job expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Manage buyer relationships	• Develop buyers' relationship management programmes and trade opportunities for value creation • Gather insights from buyer feedback and market sentiments for product enhancements • Analyse customer data and purchasing behaviour to enhance buyers' retention and loyalty • Develop actions to address buyer requests and dissatisfaction with goods	• **[NEW]** Support the streamlining of sales efforts and processes through **CRM systems** to enable a positive customer experience • **[AUGMENTED]** Use **AI-enabled platforms** and **data analytics** to gather insights on trends, competitive landscape and buyer behaviour • **[NEW]** Engage with customers to understand their needs and implement **omni-channel** communication and distribution strategies • **[NEW]** Use **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]** Curate real-time feedback and provide **customised interactions** to various customer segments • Develop SOPs to provide efficient and timely support on customers' technical issues • Manage and solve 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	• Develop department's financial budgeting process and track budget utilisation • Support department's talent attraction, development and retention efforts • Develop corporate governance measures • Evaluate technologies for process improvement and innovation	• Leverage **data analytics** and **BI applications** to improve processes, develop department's financial budget and optimise budget utilisation • Identify opportunities for workforce development through **job redesign** and **reskilling/upskilling strategies** • Implement initiatives aligned with the organisation's **ESG strategy** • Support the development of corporate governance measures as applicable to the track/function

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Business Strategist	Logistics Manager	Operations Manager	Management Consultant	Marketing Manager	Product Manager

SKILL DIFFERENTIATORS

Roles Specific

SKILL	DESCRIPTIONS
Customer Experience Transformation	Develop the roadmap for implementing the customer experience strategy, including process changes, technology investments and capabilities required. Lead the implementation initiatives as per the roadmap and define the metrics to track customer experience.
Omni-channel Strategy Development	Adopt omni-channel communication approaches across various programmes and initiatives to drive real-time, personalised customer experience. Develop insights from the measurement of engagement, conversion, service delivery costs and efficiency across channels and modify the communication approach accordingly.
Performance Monitoring and Analysis	Develop data-driven frameworks and automated dashboards by defining the linkages across relevant business metrics to track, analyse and improve business performance.

IN THE NEXT 3-5 YEARS...	Apart from traditional physical channels, this role will be expected to perform sales activities through digital channels. The role will be expected to implement sales strategies that integrate physical and digital tools and channels. The role will continue to focus on building a strong customer-centric orientation and an automated, digital-first engagement with customers. Additionally, the role will be expected to leverage predictive analytics and AI to improve sales conversion rates. Driving sales through networking and relationships will continue to remain critical for this role.

BACK TO LIST OF JOBS