

Sales, Marketing and Business Development Managers

Sales and business development managers plan, direct and coordinate the sales activities of an enterprise or organisation, or of enterprises that provide sales services to other enterprises and organisations. Tasks include:

- planning and organising special sales and marketing programmes based on sales records and market assessments
- determining price lists, discount and delivery terms, sales promotion budgets, sales methods, special incentives and campaigns
- establishing and directing operational and administrative procedures related to sales activities
- leading and managing the activities of sales staff
- establishing and managing budgets and controlling expenditure to ensure the efficient use of resources
- representing the enterprise or organisation at sales and marketing conventions, and trade exhibitions

Learn more about the Technical Skills & Generic Skills for this occupation on the next page

Technical Skills

Budgeting
Business Agility
Business Development
Business Environment Analysis
Business Innovation
Business Needs Analysis
Business Performance Management
Customer Experience Management
Data Analytics
Data Ethics
Data Governance
Data Visualisation
Demand Analysis
Design Concepts Generation
Design Thinking Practice
Emerging Technology Synthesis
Learning and Development
Manpower Planning

Market Research
Networking
Partnership Management
People and Performance
Management
Performance Management
Pricing Strategy
Product Management
Project Management
Stakeholder Management
Strategy Implementation
Strategy Planning
User Experience Design
User Interface Design

Generic Skills

Communication
Computational Thinking
Creative Thinking
Global Mindset
Interpersonal Skills
Leadership
Lifelong Learning
Problem Solving
Sense Making
Teamwork
Transdisciplinary Thinking
Virtual Collaboration