

# 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

**Learn more about the Technical Skills & Generic Skills for this occupation in the next few pages.**

## Technical Skills

Budgeting  
Business Negotiation  
Business Opportunities Development  
Business Performance Management  
Business Presentation Delivery  
Business Relationship Building  
Customer Acquisition Management  
Customer Behaviour Analysis  
Customer Challenges Management  
Customer Feedback and Relationship Management  
Data Analytics  
Data Ethics  
Data Governance  
Data Visualisation  
Design Thinking Practice  
Dispute Resolution  
Hospitality Venue Inspection  
Legal Compliance Management  
Market Research  
Networking  
Organisational Relationship Building  
People and Performance Management  
Project Management  
Proposal Writing

Report Writing  
Room Revenue Management  
Sales Channel Management  
Sales Delivery  
Sales Trends and Opportunities Analysis  
Service Challenges  
Service Coaching  
Service Excellence  
Stakeholder Management  
Strategy Implementation  
Strategy Planning

## **Generic Skills**

Communication

Creative Thinking

Decision Making

Digital Literacy

Interpersonal Skills

Leadership

Lifelong Learning

Problem Solving

Sense Making

Service Orientation

Transdisciplinary Thinking