

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 page.**

Technical Skills

Budgeting
Business Agility
Business Development
Business Environment Analysis
Business Innovation
Business Needs Analysis
Business Performance Management
Customer Experience Management
Data Analytics
Demand Analysis
Design Concepts Generation
Design Thinking Practice
Emerging Technology Synthesis
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
Lifelong Learning
Problem Solving
Sense Making
Teamwork
Transdisciplinary Thinking
Virtual Collaboration