## SKILLS FRAMEWORK FOR LOGISTICS

**SKILLS MAP - BUSINESS DEVELOPMENT MANAGER/SALES AND MARKETING MANAGER/VERTICAL SALES ACCOUNT MANAGER/KEY ACCOUNT MANAGER/PROJECT CARGO SALES MANAGER/ROUTE DEVELOPMENT MANAGER/TRADE LANE MANAGER**

### Sector
Logistics

### Track
Sales and Customer Service

### Occupation
Logistics Sales and Customer Service Manager

### Job Role
Business Development Manager/Sales and Marketing Manager/Vertical Sales Account Manager/Key Account Manager/Project Cargo Sales Manager/Route Development Manager/Trade Lane Manager

### Job Role Description
The Business Development Manager/Sales and Marketing Manager/Vertical Sales Account Manager/Key Account Manager/Project Cargo Sales Manager/Route Development Manager/Trade Lane Manager is responsible for business development, managing large key accounts, marketing, sales of both broad based and niche logistics services including performing market research, prospecting, developing relationships with potential customers and meeting sales targets. He/She is also responsible for managing business resources, including manpower and internal assets.

Ressourceful and analytical, he is required to manage resources and obtain buy-in from internal and external stakeholders. He is also expected to lead teams and make business decisions independently.

## Critical Work Functions and Key Tasks

### Critical Work Functions

#### Drive Business Development Operations
- Collaborate with key account managers to identify new businesses and grow relationships that assist in revenue generation within assigned verticals.
- Develop vertical business plans to grow the markets of vertical sectors.
- Engage in targeted conversations that steer customers to solutions that address their needs.
- Drive customer attraction and retention strategies to improve on customer loyalty.

#### Drive Sales and Marketing Operations
- Review sales proposals and/or tender documents.
- Shape sales outcome effectiveness.
- Review sales performance metrics to enhance sales outcomes.
- Develop sales performance metrics based on organisation service prices and cost structure approaches.

#### Drive Customer Service Operations
- Develop co-created solutions with customers to enhance offerings and competitiveness.
- Review customer needs to enhance offerings and competitiveness.
- Develop intervention strategies to mitigate gaps in delivery of logistics services.

#### Drive Business Administration Operations
- Optimize use of allocated resources within business activities.
- Develop intervention strategies to mitigate gaps in delivery of logistics services.
- Manage teams in the workplace.
- Develop risk mitigation plans.

### Technical Skills and Competencies

- **Business Development**: Level 4
- **Business Negotiation**: Level 4
- **Customer Management**: Level 5
- **Communication**: Advanced
- **Managing Diversity**: Advanced
- **Financial Management**: Level 4
- **Leadership**: Advanced
- **Logistics Solution Marketing**: Level 4
- **Market Research**: Level 4
- **Pricing for Cargo Services and Operations**: Level 5
- **Pricing for Warehouse Services and Operations**: Level 5
- **Problem Solving**: Advanced
- **Risk Management and Administration**: Level 4
- **Stakeholder Management**: Level 4
- **Strategic Service Excellence**: Level 4
- **Strategy Implementation**: Level 4
- **Strategy Planning**: Level 4
- **Service Orientation**: Advanced

### Programme Listing
For a list of Training Programmes available for the Logistics sector, please visit: [www.skillsfuture.sg/skills-framework/logistics](http://www.skillsfuture.sg/skills-framework/logistics)