

## **BACKGROUND**

<b>Sector</b>	Infocomm Technology (ICT)
<b>Industry Overview</b> (Brief description of the sector)	<p>The Infocomm Technology (ICT) sector continues to play a key role in Singapore's economic development. According to the IMDA's Annual Survey on Infocomm Media Manpower for 2019, the number of ICT professionals employed grew by 8,100 (4.3%) from 2017 to reach 197,500 in 2018. Together with 18,700 Infocomm job vacancies, total demand of Infocomm professionals increased by 6.7% from 2017 to reach 216,200 in 2018. ICT jobs are also in demand across sectors such as healthcare, education and financial services.</p> <p>Singapore is poised to become the world's first Smart Nation which aims to develop Singapore's capabilities in pervasive connectivity, and build new infrastructure and common technical architecture to enable citizens, businesses and government agencies to leverage technology to make lives better. This initiative would increase the demand for ICT professionals in the areas of Software and Applications, Network and Infrastructure and Critical Emerging Technology (such as Business Analytics and Cyber Security).</p>

## **JOB DETAILS**

<b>Job Title</b> (Upon Completion Of Programme)	Digital Sales Executive
<b>Nature Of Job</b>	<ul style="list-style-type: none"><li>• Plan and implement integrated marketing activities across digital channels within the allocated budgets</li><li>• Conduct market research to identify selling possibilities</li><li>• Evaluate customer needs and address them</li><li>• Effectively engage with clients to set appointments and follow-up to close deals</li><li>• Present the company's value proposition clearly to close deals with confidence</li><li>• Build personal and company brand awareness</li><li>• Support queries of technical and procedural questions</li><li>• Coordinate the formation of price quotations, submission of sales contract for orders</li><li>• Maintain customer records to qualify and convert prospective clients</li></ul>
<b>Monthly Gross Salary</b>	<p>\$4,000*</p> <p><i>*Starting salary will differ with skills, experience and qualifications.</i></p>

<b>Job Requirements</b>	NA
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## **COURSE DETAILS**

<b>Programme Name</b>	<b>Career Conversion Programme (CCP) for Digital Sales Executive</b>
<b>Programme Overview</b>	<p>The Career Conversion Programme (CCP) for Digital Sales Executive aims to equip mid-career Professionals, Managers, Executives and Technicians (PMETs) with skills to perform digital sales and business development jobs across various industries.</p> <p>Through this CCP, the trainee will be able to plan, implement, and optimise sales and marketing efforts across various online and offline channels for the company.</p> <p>Aligned with Singapore's Skills Framework for ICT, trainees will undergo facilitated e-learning and classroom training by QuickDesk Pte Ltd, and structured on-the-job training by participating employers for up to 6 months.</p> <p>The following training modules are conducted by QuickDesk:</p> <ol style="list-style-type: none"> <li>1. Introduction to Customer Experience Journey</li> <li>2. Introduction to Sales &amp; Marketing Process</li> <li>3. Lead Generation</li> <li>4. Creating Your Sales Goals and Pipeline</li> <li>5. Build Your Unique Selling Point (USP)</li> <li>6. Digital Marketing</li> <li>7. Intro to Outbound Prospecting</li> <li>8. Outbound Prospecting – Effective Email Sequencing</li> <li>9. Qualifying Leads Pre-Meeting</li> <li>10. Outbound Prospecting – Inside Sales</li> <li>11. Qualifying and Follow-up Post Meeting</li> <li>12. Preparing Sales Presentation</li> <li>13. Sales Presentation</li> <li>14. Closing</li> <li>15. Build Your Automated Sales Funnel</li> <li>16. Build Your Sales Kit</li> <li>17. Build Your Sales &amp; Marketing Plan</li> </ol>

<b>Qualification / Certificate Name</b>	Upon completion of the CCP, trainees will obtain a Certificate of Completion in Digital Sales by QuickDesk, which will provide them with the necessary credentials to kickstart a career in Digital Sales.
<b>Full-Time / Part-Time</b>	Full-Time
<b>Duration Of Programme</b>	6 Months
<b>Course Pre-requisites</b>	<p>Interested individuals and employers need to meet the following criteria:</p> <p><b><u>Individuals</u></b></p> <p>The Programme is open to all company-sponsored applicants who meet the following General Eligibility Criteria:</p> <ul style="list-style-type: none"> <li>• Be a Singapore Citizen (SC) or Permanent Resident (PR) aged 21 years and above;</li> <li>• New hires must have graduated or completed NS, whichever is later, at least two years at the point of application;</li> <li>• Must be a newly hired PMET (i.e. not more than three (3) months from date of employment), and nominated by an eligible company for the CCP;</li> <li>• Must not be in a similar job role prior to joining the CCP;</li> <li>• Must not be a shareholder of the participating company, or its related companies;</li> <li>• Must not be related to the owner(s) of the participating company; and</li> <li>• Must not be immediate ex-staff of participating company or its related companies.</li> </ul> <p><b><u>Employers</u></b></p> <ul style="list-style-type: none"> <li>• Registered or incorporated in Singapore with a valid Unique Entity Number (UEN) with Accounting and Corporate Regulatory Authority (ACRA);</li> <li>• Offer a full-time PMET position related to job role which the CCP is for, with a minimum fixed monthly salary of \$2300 or more, and at least a 12-month employment contract;</li> <li>• Ensure that new hires are not: <ul style="list-style-type: none"> <li>○ Shareholders of the CCP company, or its related companies;</li> <li>○ Related to the owner(s) of the company; and</li> <li>○ Immediate ex-staff of the company or its related companies.</li> </ul> </li> <li>• Must put in place structured on-the-job training for the candidate; and</li> <li>• Commit to CCP training arrangements for the trainees</li> </ul>
<b>Frequency of Runs</b>	Regular (Monthly/Quarterly)

## **APPLICATION DETAILS**

<b>How To Apply For The Programme</b>	<p><b><u>Applicants</u></b> Interested applicants can visit <a href="https://conversion.mycareersfuture.gov.sg/portal/ProgramDetails.aspx?ProgID=P00000440">https://conversion.mycareersfuture.gov.sg/portal/ProgramDetails.aspx?ProgID=P00000440</a> to apply. Suitable applicants will be shortlisted by participating employers for interview before embarking on the programme.</p> <p>Individuals can also contact <b>SGTech (Programme Manager)</b> to register your interest.</p> <p><b><u>Employers</u></b> Interested employers can contact <b>SGTech (Programme Manager)</b> to register as participating companies. Email: <a href="mailto:ccp@sgtech.org.sg">ccp@sgtech.org.sg</a></p>
<b>Programme Manager Details</b>	<p><b>SGTech</b> 79 Ayer Rajah Crescent #02-03/04/05 Singapore 139955 <a href="http://www.sgtech.org.sg">www.sgtech.org.sg</a></p> <p>Email: <a href="mailto:ccp@sgtech.org.sg">ccp@sgtech.org.sg</a></p>
<b>Training Provider Details</b>	<p>QuickDesk <a href="https://quickdesk.io/">https://quickdesk.io/</a></p>