BACKGROUND

Sector	Infocomm Technology (ICT)
Industry Overview *(Brief description of the sector)*	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. Demand for Infocomm professionals is projected to grow by another 61,600 in the next 3 years (2019 – 2021). 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).

JOB DETAILS

Job Title *(Upon Completion Of Programme)*	Digital Sales Executive
Nature Of Job	• Plan and implement integrated marketing activities across digital channels within the allocated budgets • Conduct market research to identify selling possibilities • Evaluate customer needs and address them • Effectively engage with clients to set appointments and follow-up to close deals • Present the company's value proposition clearly to close deals with confidence • Build personal and company brand awareness • Support queries of technical and procedural questions • Coordinate the formation of price quotations, submission of sales contract for orders • Maintain customer records to qualify and convert prospective clients
Monthly Gross Salary	$4,000* *Starting salary will differ with skills, experience and qualifications.*

Job Requirements	NA

COURSE DETAILS

Programme Name	Career Conversion Programme (CCP) for Digital Sales Executive
Programme Overview	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. 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. Aligned with Singapore's Skills Framework for ICT, trainees will undergo facilitated e-learning and classroom training by QuickDesk Pte Ltd and NUS School of Continuing and Lifelong Education (SCALE), and structured on-the-job training by participating employers for up to 6 months. The following training modules are conducted by QuickDesk and NUS School of Continuing and Lifelong Education (NUS SCALE): **QuickDesk** 1. Introduction to Customer Experience Journey 2. Introduction to Sales & Marketing Process 3. Lead Generation 4. Creating Your Sales Goals and Pipeline 5. Build Your Unique Selling Point 6. Intro to Outbound Prospecting 7. Outbound Prospecting – Effective Email Sequencing 8. Qualifying Leads Pre-Meeting 9. Outbound Prospecting – Inside Sales 10. Qualifying and Follow-up Post Meeting 11. Preparing Sales Presentation 12. Sales Presentation 13. Closing 14. Build Your Automated Sales Funnel 15. Build Your Sales & Marketing Plan **NUS SCALE** 16. Digital Media Marketing 17. Digital Marketing 18. Data Analytics Begins With Me 19. Data Visualization Begins With Me

Qualification / Certificate Name	Upon completion of the CCP, trainees will obtain a certificate in Digital Sales by QuickDesk and four industry-recognised certificates by NUS SCALE, which will provide them with the necessary credentials to kickstart a career in Digital Sales. **QuickDesk** 1. QuickDesk Certificate of Completion in Digital Sales **NUS SCALE** 2. Digital Marketing – Certification of Completion by NUS 3. Digital Media Marketing – Certification of Completion by NUS 4. Data Analytics Begins With Me – Certification of Completion by NUS 5. Data Visualization Begins With Me – Certification of Completion by NUS
Full-Time / Part-Time	Full-Time
Duration Of Programme	6 Months
Course Pre-requisites	Interested individuals and employers need to meet the following criteria: **Individuals** The Programme is open to all company-sponsored applicants who meet the following General Eligibility Criteria: • Be a Singapore Citizen (SC) or Permanent Resident (PR) aged 21 years and above; • New hires must have graduated or completed NS, whichever is later, at least two years at the point of application; • 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; • Must not be in a similar job role prior to joining the CCP; • Must not be a shareholder of the participating company, or its related companies; • Must not be related to the owner(s) of the participating company; and • Must not be immediate ex-staff of participating company or its related companies. **Employers** • Registered or incorporated in Singapore with a valid Unique Entity Number (UEN) with Accounting and Corporate Regulatory Authority (ACRA); • 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; • Ensure that new hires are not: ○ A shareholder of the CCP company, or its related companies;

	○ Related to the owner(s) of the company; and ○ Immediate ex-staff of the company or its related companies. • Must put in place structured on-the-job training for the candidate; and • Commit to CCP training arrangements for the trainees
Frequency of Runs	Regular (Monthly/Quarterly)

APPLICATION DETAILS

How To Apply For The Programme	**Applicants** Interested applicants can visit https://conversion.mycareersfuture.gov.sg/ to apply. Suitable applicants will be shortlisted by participating employers for interview before embarking on the programme. Individuals can also contact **SGTech (Programme Manager)** to register your interest. **Employers** Interested employers can contact **SGTech (Programme Manager)** to register as participating companies. Email: ccp@sgtech.org.sg
Programme Manager Details	**SGTech** 79 Ayer Rajah Crescent #02-03/04/05 Singapore 139955 www.sgtech.org.sg Email: ccp@sgtech.org.sg
Training Provider Details	QuickDesk https://quickdesk.io/ NUS School of Continuing and Lifelong Education (SCALE) https://scale.nus.edu.sg/