

BACKGROUND

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

Job Title <i>(Upon Completion Of Programme)</i>	Digital Sales Executive
Nature Of Job	<ul style="list-style-type: none">• 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* <i>*Starting salary will differ with skills, experience and qualifications.</i>

Job Requirements	NA
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COURSE DETAILS

Programme Name	Professional Conversion Programme (PCP) for Digital Sales Executive
Programme Overview	<p>The Professional Conversion Programme (PCP) 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 PCP, 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 NUS School of Continuing and Lifelong Education (SCALE), and structured on-the-job training by participating employers for up to 6 months.</p> <p>The following training modules are conducted by QuickDesk and NUS School of Continuing and Lifelong Education (NUS SCALE):</p> <p><u>QuickDesk</u></p> <ol style="list-style-type: none"> 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 <p><u>NUS SCALE</u></p> <ol style="list-style-type: none"> 16. Digital Media Marketing 17. Digital Marketing 18. Data Analytics Begins With Me 19. Data Visualization Begins With Me

Qualification / Certificate Name	<p>Upon completion of the PCP, 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.</p> <p><u>QuickDesk</u></p> <ol style="list-style-type: none"> 1. QuickDesk Certificate of Completion in Digital Sales <p><u>NUS SCALE</u></p> <ol style="list-style-type: none"> 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	<p>Interested individuals and employers need to meet the following criteria:</p> <p><u>Individuals</u></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"> • Singapore Citizen (SC) or Permanent Resident (PR); • Minimum 21 years old; • Graduated or completed National Service, whichever is later, at least two years prior at the point of application; • Not in a same job role prior to joining the PCP; • New hires should be hired for not more than three months; • New hires must not be in the same job role prior to joining the PCP; • New hires must not be a shareholder of the PCP company, or its related companies; • New hires must not be related to the owner(s) of the PCP company; and • New hires must not be immediate ex-staff of PCP company or its related companies. <p>Course-Specific Entry Criteria:</p> <ul style="list-style-type: none"> • Enrolment for the PCP is subject to employer’s selection based on job requirements, and hiring processes that may include screening tests and interviews. <p><u>Employers</u></p> <ul style="list-style-type: none"> • Registered or incorporated in Singapore; • Ensure that new hires cannot be: <ul style="list-style-type: none"> ○ A shareholder of the PCP company, or its related companies;

	<ul style="list-style-type: none"> ○ Related to the owner(s) of the PCP company; and ○ Immediate ex-staff of PCP company or its related companies; ● Offer a full-time PMET position employment contract on permanent terms or on contract terms that are no less than one (1) year; ● Offer employment directly related to the job which the PCP is for, with remuneration that is aligned to the market rate; ● Commit to the PCP training arrangements for the trainees; and ● Be committed to work with WSG and SGTech on the necessary administrative matters related to the PCP.
Frequency of Runs	Quarterly

APPLICATION DETAILS

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