

# **Assessment Booklet**

## **For (Part X):**

Sales Accelerator via Winning  
Strategies

Account Management  
ICT-SNM-4001-1.1

Approved Assessment Centre:
<b>BELLS SG Pte Ltd</b>
Candidate Name:

## VERSION CONTROL RECORD

Version	Date	Change/History	Author
1.0		First Submission	Jared Loh

Candidate's Name (as in NRIC):	
Candidate's NRIC (Please use last four figures of NRIC, e.g. "SXXXX123A"):	S/T XXXX _ _ _ / _
Assessor's Name:	
Assessor's NRIC: (Please use last four figures of NRIC, e.g. "SXXXX123A"):	S/T XXXX _ _ _ / _
Duration of Assessment:	
Allocated Duration:	XXmin
Start Time	
End Time	

## Project Assignment

This Project Assignment is to gather evidence for the following abilities:

Account Management (ICT-SNM-4001-1.1)	
K1	Variation in different customer and client needs and operating environment
K2	Suitability and customisation options of various product and service solutions
K3	Methods of measuring customer satisfaction
K4	Organisational approach to customer service and relationship management
K5	Strategies to increase sales through existing or new clients
K6	Product sales cycles, client profiles and product performance trends
K7	Effective negotiation techniques
K8	Techniques to assess business impact of account management activities

## **Instructions:**

### **Part X**

Read the Case Study scenario below:

*Forward Technology provides accounting software platform that charges its users a monthly subscription. Its primary lead generation activities include cold calling, referrals from existing clients. They are very new to digital marketing and in 2021, the senior management of Forward Technology wants to beef up their digital marketing presence and invest into inbound marketing and social media marketing to build up their leads generation efforts.*

*Christopher is hired as Forward Technology's digital marketing manager and one of his first tasks is to build a content marketing plan to improve Forward Technology's social media presence. He has also identified his target audience to be 25 to 50 years old business owners with the average business revenue of \$1 million per year. Forward Technology wants to get more leads, but it also wanted to understand their audience's needs so that it could nurture them more effectively.*

*The management of Forward Technology wants Christopher to present an inbound marketing strategy and plan during their Quarterly Management meeting. Their goal for Y2021 is to achieve a revenue of \$10 million, increasing their current user base from 5000 to 10,000.*

Based on the scenario given, provide answer(s) for the follow questions in the boxes provided.

1. **Suggest at least 2 social media platforms and state at least 1 reason for each of your suggestion:**

(SK1 Mechanics of social media platforms)

**Answer:**

2. **Explain at least 3 key considerations when Forward Technology wants to invest in Social media Customer Relationship Management**

(SK2 Key considerations of social media customer relationship management)

**Answer:**

3. a) Explain the difference between content creation and content curation.  
b) Name 1 technique for content creation for Forward Technology.  
c) Name 1 technique for content curation for Forward Technology.

(SK3 Techniques of social media content creation and curation)

**Answer:**

4. **Propose the 4 stages to the social media marketing funnel for Forward Technology**  
(SK6 Social media management strategies aimed at social media networks customer acquisition, engagement, loyalty, and conversion)

**Answer:**

5. **Create a buyer persona for Forward Technology**  
SK7 Customer behaviours, interests, and demographics

**Answer:**

6. **Describe the Seven elements of an inbound marketing strategy for Forward Technology**  
IK1 Organisation's inbound marketing strategies



**Answer:**

7. **Describe the 4P's of Digital Marketing for Forward Technology**  
IK2 Organisation's overall marketing strategy

**Answer:**

8. **Describe the customer journey map for Forward Technology**  
IK3 Customer decision journey mapping

**Answer:**

- 9. Describe how Forward Technology can use the ACAF Feedback loop for customer feedback**  
IK4 Organization-wide policies and guidelines related to inbound marketing strategies

**Answer:**