

Project Assignment Brief For:

Sales Accelerator via Winning
Strategies

Account Management
ICT-SNM-4001-1.1

Approved Assessment Centre:
BELLS SG Pte Ltd
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:	20min
Start Time	
End Time	

Project Assignment

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

Account Management (ICT-SNM-4001-1.1)	
A1	Formulate an action plan to cater to various customer accounts
A2	Establish existing and potential customer needs and expectations based on feedback
A3	Customise a customer service plan to cater to specific needs of different customers and clients
A4	Adapt proposed solutions as well as sales messages to suit the customer's business context needs
A5	Devise strategies to broaden or deepen relationships with existing customers
A6	Develop product and service solutions that will address current and future customers
A7	Set up processes to measure and manage customer satisfaction in line with key performance indicators
A8	Manage a sufficient number of accounts that is viable for the organisation
A9	Oversee sales performance of a set of customer accounts
A10	Assess business impact of account management activities

Instructions to Candidates

You are to prepare a Presentation based on a real company in Singapore.

Requirements:

- A real company in Singapore
- Individual Assignment
- Presentation format: MS PowerPoint Slides
- All tasks must be completed
- Maximum number of slides: 30

Objective: Building an Inbound Marketing Plan for a company of your choice

The Inbound marketing strategy must include ALL tasks below:

Task 1: Create a Facebook Page, Instagram Account, LinkedIn Page, YouTube Account and run a promote page on Facebook and produce a report on the promotion. **SA2**

Task 2: Provide an Analysis for Promoting the Page. **SA3**

Task 3: Create an inbound marketing strategy using the seven elements plan or 4P's of marketing and create an implementation plan with a min of 5 activities and timeline. **IA1**

Task 4: Create an employee advocacy plan for organization. **IA2**

Task 5: Produce an actual content and run a boost post ad on Facebook. **SA1**

Task 6: Produce a content calendar of 1 month. **IA4**

Task 7: Suggest 3 ways to improve your content calendar to convert leads into prospects. **IA3**

Task 8: Prepare a Marketing Funnel based on the customer decision process. **IA5**

Task 9: Create an email marketing automation sequence and report.

Task 10: Review the Marketing Funnel. **IA6**

Task 11: Prepare an organizational guide on response to responses, reviews and comments. **SA5**

*Hi Youjia, reference material has been struck out. Please replace with your own Project Assignment criteria (refer to Course Proposal for Learning units).

