

**SKILLS FRAMEWORK FOR FOOD SERVICES  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Business Development					
<b>TSC</b>	Business Opportunities Development					
<b>TSC Description</b>	Identify new business opportunities to better meet the needs of existing markets and bring benefits to the organisation					
<b>TSC Proficiency</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<Insert TSC Code>	FSS-CFC-2003-1.1	FSS-CFC-3003-1.1	FSS-CFC-4003-1.1	FSS-CFC-5003-1.1	<Insert TSC Code>
		Support business development pitches through the use of market data analysis and presentation	Analyse customer needs and expectations to determine business opportunities	Develop business opportunities in target segments, review market needs and opportunities, and develop customer relationships	Build long term customer relationships and propose solution offerings that anticipates customers' needs and exceeds expectations	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Competitor analysis methods</li> <li>Sales process and cycle</li> <li>Presentation skills</li> <li>Proposal development</li> </ul>	<ul style="list-style-type: none"> <li>Needs and expectations of organisation's actual and potential customers</li> <li>Market segmentation</li> <li>Consumers and organisational buying behaviour</li> </ul>	<ul style="list-style-type: none"> <li>Market landscape and trends</li> <li>Impact of trends on new and/or existing products and offerings</li> <li>Customer relationships development methods</li> <li>Objectives and costs of customer acquisition and retention</li> <li>Targeting strategies</li> <li>Components of implementation plans for positioning options</li> <li>Engagement Metrics</li> </ul>	<ul style="list-style-type: none"> <li>Emerging market landscape and trends</li> <li>Business relationship development strategies</li> <li>Business development strategies</li> <li>Presentation, sales and negotiation methods</li> <li>Business and financial acumen</li> <li>Workplace communication and engagement</li> <li>Networking methods</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Support business development pitches by following internal sales guidelines</li> <li>Interpret and conduct market research to suggest potential areas of opportunities</li> <li>Support preparation of data in presentable format for further analysis</li> <li>Recommend organisation's potential products or service offerings</li> </ul>	<ul style="list-style-type: none"> <li>Organise segmentation of markets in accordance with organisation's selected criteria</li> <li>Profile target market segments to support organisation business strategies</li> <li>Identify existing and potential customer needs and expectations</li> <li>Analyse customer requirements, markets, competitors and environments</li> <li>Identify specific prospects or partners to</li> </ul>	<ul style="list-style-type: none"> <li>Develop customer acquisition and retention programmes</li> <li>Develop business opportunities based on customer needs and expectations</li> <li>Develop recommendations to improve the organisation's positioning in the market</li> <li>Review strategic and partnership opportunities through quantity and qualitative analyses</li> </ul>	<ul style="list-style-type: none"> <li>Formulate strategic business development plans for target markets and ensure alignment with organisation strategic direction</li> <li>Lead in identifying and strategically assessing opportunities to create long term value for the organisation</li> <li>Lead negotiation process to achieve desired outcomes</li> <li>Drive customer adoption using strategic insight</li> </ul>	

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			<p>approach to develop opportunities for the organisation</p> <ul style="list-style-type: none"> <li>• Identify positioning options based on market segmentation to support organisational business strategies</li> </ul>	<ul style="list-style-type: none"> <li>• Develop goals, plans and related metrics to track progress and manage obstacles to achieve program objectives</li> <li>• Implement metrics in tracking success of customer engagement</li> </ul>	<p>derived from detailed data analysis</p> <ul style="list-style-type: none"> <li>• Lead cross-functional relationships with both internal and external stakeholders</li> <li>• Evaluate implications of strategies and business targets to seek endorsement</li> <li>• Guide communication to internal stakeholders on opportunities to gather buy-in</li> </ul>	
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