

<b>TSC Category</b>	Business Management					
<b>TSC</b>	Business Development					
<b>TSC Description</b>	Identify new business opportunities to meet commercial objectives of the organisation					
<b>TSC Proficiency Description</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>
			<b>ATP-LDR-3001-1.1</b>	<b>ATP-LDR-4001-1.1</b>	<b>ATP-LDR-5001-1.1</b>	<b>ATP-LDR-6001-1.1</b>
			Administer business development activities through analysis of market data	Determine potential business opportunities, customer needs and expectations	Develop business opportunities in target market segments to meet commercial objectives of the organisation	Synergise and drive efforts to seek new business opportunities in line with the commercial objectives of the organisation
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Overview of products and/or services in the aviation industry</li> <li>Competitor analysis</li> <li>Tools and techniques of marketing research</li> <li>Sales processes and cycles</li> <li>Presentation skills</li> <li>Proposal development</li> </ul>	<ul style="list-style-type: none"> <li>Overview of products and/or services in the aviation industry</li> <li>Market segmentation strategies</li> <li>Needs and expectations of current and potential customers of the organisation</li> <li>Tools and techniques of marketing research</li> <li>New trends in consumer behaviour within the industry</li> <li>Presentation skills</li> </ul>	<ul style="list-style-type: none"> <li>Commercial objectives of the organisation and its competitors</li> <li>Impact of technological advancements on products and/or services of the organisation</li> <li>Presentation skills</li> <li>Negotiation skills</li> <li>Financial acumen</li> <li>Business networking</li> </ul>	<ul style="list-style-type: none"> <li>Commercial objectives of the organisation and its competitors</li> <li>New developments and trends in the aviation industry</li> <li>Impact of technological advancements on products and/or services of the organisation</li> <li>Customer relationship management strategies</li> <li>Business development strategies</li> <li>Negotiation skills</li> <li>Financial acumen</li> <li>Business networking</li> </ul>
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Interpret market research findings to suggest potential areas for business opportunities</li> <li>Evaluate and present data such as graphical representations</li> <li>Suggest potential products and/or service offerings for the organisation</li> </ul>	<ul style="list-style-type: none"> <li>Analyse customer requirements, markets, competitors and environments</li> <li>Perform market segmentation to determine needs of different market segments</li> <li>Profile target market segments to support the</li> </ul>	<ul style="list-style-type: none"> <li>Develop business opportunities based on customer needs and expectations</li> <li>Develop customer acquisition and retention programmes</li> <li>Develop recommendations to enhance the brand identity and position of</li> </ul>	<ul style="list-style-type: none"> <li>Formulate strategic business development plans for target markets and ensure alignment with the strategic direction of the organisation</li> <li>Lead the identification and assessment of opportunities to create long-term value for the organisation</li> </ul>

**SKILLS FRAMEWORK FOR AIR TRANSPORT  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

				<p>business strategies of the organisation</p> <ul style="list-style-type: none"> <li>• Identify specific prospects and/or partners to develop opportunities for the organisation</li> <li>• Determine positioning options based on market segmentation strategies to meet the commercial objectives of the organisation</li> </ul>	<p>the organisation in the market</p>	<ul style="list-style-type: none"> <li>• Negotiate new strategic partnerships with external stakeholders</li> <li>• Evaluate implications of commercial objectives and targets on business development activities</li> </ul>
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