

**SKILLS FRAMEWORK FOR MARINE AND OFFSHORE
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Development					
TSC	Opportunity Development					
TSC Description	Monitor business environments to assess external opportunities that may impact strategic planning and contribute to business growth					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			MAR-BDV-3005-1.1	MAR-BDV-4005-1.1	MAR-BDV-5005-1.1	MAR-BDV-6005-1.1
			Conduct customer needs analysis and support business opportunity development processes	Identify potential business opportunities and set direction to pursue leads within the functional areas	Evaluate business opportunities to detect viable business expansion options that shape strategic plans for the organisation	Set direction to evaluate and capitalise potential business expansion options in alignment with organisational strategies and objectives
Knowledge			<ul style="list-style-type: none"> • Methods of gathering customer-related information • Characteristics of effective customer needs analysis • Methods of displaying data • Sales process cycles • Type of Business proposal development and technical writing 	<ul style="list-style-type: none"> • Organisational products and services • Interpretation of customer needs analysis • Market segmentation techniques • Principles of sales and marketing • Types of industry analysis • Techniques to articulate product and service concepts in a persuasive manner • Market landscape and trends • Impact of trends on new and/or existing products and offerings • Components of implementation plans for positioning options 	<ul style="list-style-type: none"> • Organisation's products, policies and processes • Advanced methods of conducting business environmental scans • Political, economic, social, technological, legal, environmental (PESTLE) analysis • Stakeholder management • Objectives and costs of customer acquisition and retention • 	<ul style="list-style-type: none"> • Organisational vision, mission and values • Organisation's business strategies • Emerging market landscape and trends • Organisational financial, ethical and sociological viability • Legal, regulatory, ethical and socio-cultural constraints • Considerations for business expansion opportunities
Abilities			<ul style="list-style-type: none"> • Support business development pitches by following internal sales guidelines • Interpret and conduct market research to suggest potential business opportunities 	<ul style="list-style-type: none"> • Recognise opportunities from customer needs analysis that can be converted into potential sales leads • Profile target market segments to support 	<ul style="list-style-type: none"> • Evaluate current business performance in meeting business growth objectives • Analyse market potential for viable areas for business expansion 	<ul style="list-style-type: none"> • Formulate strategic business development plans for target markets and ensure they are in line with organisation's strategic direction • Lead in identifying and strategically assessing

**SKILLS FRAMEWORK FOR MARINE AND OFFSHORE
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

			<ul style="list-style-type: none"> • Consolidate necessary research to facilitate development of customer needs analysis • Prepare case studies and findings in consultation with relevant stakeholders • Support preparation of data in presentable formats for further analysis to be conducted 	<p>organisation's business strategies</p> <ul style="list-style-type: none"> • Evaluate sales opportunities to ensure alignment to organisational growth strategies • Identify existing and potential customer needs and expectations • Analyse customer requirements, markets, competitors and environments • Develop communication messages articulating benefits and features of organisation's products and services to potential customers • Pursue sales leads in accordance with organisational procedures 	<ul style="list-style-type: none"> • Develop customer acquisition and retention programmes • Develop business opportunities based on customer needs and expectations • Develop recommendations to improve organisation's positioning in the market • Review strategic and partnership opportunities through quantitative and qualitative analysis • Develop goals, plans and related metrics to track progress and manage obstacles to achieve programme objectives • Implement metrics in tracking success of customer engagement 	<p>opportunities to create long-term value for organisation</p> <ul style="list-style-type: none"> • Assess returns of potential business expansion options • Lead cross-functional relationships with both internal and external stakeholders • Evaluate implications of strategies and business targets to seek endorsements
--	--	--	--	--	--	---