

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

TSC Category	Stakeholder and Customer Management					
TSC	Business Development					
TSC Description	Identify new business opportunities, new markets, new partnerships, new ways to reach existing markets, or new products or service offerings to better meet the needs of existing markets and to ensure that these work in an integrated fashion and bring benefits to the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			EVS-CFC-3001-1.1	EVS-CFC-4001-1.1	EVS-CFC-5001-1.1	
			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	
Knowledge			<ul style="list-style-type: none"> • Competitor analysis • Sales process and cycle • Presentation skills • Proposal development • Needs and expectations of organisation's actual and potential customers • Market segmentation • Consumers and organisational buying behaviour 	<ul style="list-style-type: none"> • Market landscape and trends • Impact of trends on new and/or existing products and offerings • Methods of customer relationship development • Objectives and costs of customer acquisition and retention • Types market targeting strategies • Components of implementation plans for positioning options • Engagement metrics 	<ul style="list-style-type: none"> • Emerging market landscape and trends • Business relationship development • Business development strategies • Presentation, sales and negotiation skills • Business and financial acumen • Workplace communication and engagement • Types of networking techniques 	
Abilities			<ul style="list-style-type: none"> • Segment markets in accordance with organisation's selected criteria • Profile target market segments to support organisation business strategy • Identify existing and potential customer needs and expectations • Analyse customer requirements, markets, competitors and environments • Identify specific prospects and/or 	<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 the organisation's positioning in the market • Review strategic and partnership opportunities through 	<ul style="list-style-type: none"> • Formulate strategic business development plan for target markets and ensure in line with organisation strategic direction • Lead in identifying and strategically assessing business opportunities to create long-term value for the organisation • Lead negotiation process to achieve desired outcomes • Drive customer adoption from strategic 	

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