

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Development and Strategy Management					
TSC	Proposal Management					
TSC Description	Research, strategise and draft business proposals to respond to business opportunities					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			FSE-BIN-3109-1.1	FSE-BIN-4109-1.1	FSE-BIN-5019-1.1-1	
			Respond to requests for proposals (RFP) or other solicitations from potential customers with specific business needs	Propose strategic action plans to proactively engage and capitalise on new, potential business opportunities	Establish pursuit strategies and direction for the organisation in adherence to customers' tender criteria, to address specific business needs	
Knowledge			<ul style="list-style-type: none"> Organisational processes and procedures related to proposal development Purpose of proposals Proposal specifications Potential sources of information Relevant regulations 	<ul style="list-style-type: none"> Sources of information to gather useful information Market research Customer needs analyses Methods of assessing business opportunities Marketing and chartering strategies 	<ul style="list-style-type: none"> Overall organisational strategies Methods of identifying business opportunities Approaches for identifying proposal specifications Customers' tender requirements Financial services industry and market trends 	
Abilities			<ul style="list-style-type: none"> Identify proposal objectives based on understanding of customer needs Gather and collate information to support proposal development Draft proposal in accordance with proposal outline Refine proposal in consultation with relevant stakeholders 	<ul style="list-style-type: none"> Identify necessary information and sources of information Analyse market potential for business opportunities Conduct customer needs analysis to determine market demand Evaluate business opportunities to assess viable options Draft and refine proposal to capitalise on viable business opportunities 	<ul style="list-style-type: none"> Formulate business pursuits based on the organisation's capabilities Prioritise market segments for identifying business opportunities Ensure business pursuits are in accordance with overall organisational strategies Ensure information in proposal responses is clear, comprehensive and relevant to customers' tender criteria and needs 	

SKILLS FRAMEWORK FOR FINANCIAL SERVICES
 TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

					<ul style="list-style-type: none"> Forecast the market potential of business pursuit opportunities for the optimisation of resources and strategies 	
--	--	--	--	--	--	--