

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

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| TSC Category | Customer Relationship and Stakeholder Management | | | | | |
| TSC | Market Profiling | | | | | |
| TSC Description | Segment the markets, select the targeting strategies and tactics, profile the target segments and develop the positioning strategies as well as implementation activities | | | | | |
| TSC Proficiency Description | Level 1 | Level 2 | Level 3 | Level 4 | Level 5 | Level 6 |
| | | | FSE-MKI-3003-1.1-1 | FSE-MKI-4003-1.1-1 | FSE-MKI-5003-1.1-1 | |
| | | | Conduct market research and sizing analysis to identify potential market segments based on market attractiveness and relevance of product offerings | Define and review market segmentation criteria to create target markets for products | Set positioning strategies and implementation plans for identified market segments that meet business and marketing requirements | |
| Knowledge | | | <ul style="list-style-type: none"> • Target customer profiles for the organisation's products and services • Factors that distinguish different target segments • Types of research methods • Differences between types of primary and secondary data • Methods for interpreting primary and secondary data and identifying any gaps • Methods to review market segments in terms of size, potential, distinctive needs, easy identification of members and/or distinctive media use patterns • Sources of information for segmenting and targeting the markets • Methods for accessing information on relevant trends and developments | <ul style="list-style-type: none"> • Target customer profiles for the organisation's products and services • Methods of customer segmentation • Role of segmentation in developing the market strategies • Types of characteristics of differing market segments • Factors that make segments and customers distinct • Types of primary and secondary data • Methods for interpreting primary and secondary data and identifying any gaps • Methods to review market segments in terms of size, potential, distinctive needs, easy identification of members and/or distinctive media use patterns | <ul style="list-style-type: none"> • Sales and marketing strategies • Types and objectives of positioning strategies • Profiles of target customers • Market segmentation frameworks • Market profiling practices • Characteristics of differing market segments • Competitors' positioning | |

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| | | | | <ul style="list-style-type: none"> • Sources of information for segmenting and targeting the markets • Methods for accessing information on relevant trends and developments | | |
| Abilities | | | <ul style="list-style-type: none"> • Select markets for profiling to meet requirements of marketing plans • Identify sources of information and research methods for segmenting and profiling markets in accordance with the marketing and/or media plans • Describe customer profiles for identified market segments • Map relevant products to identified market segments according to customer characteristics | <ul style="list-style-type: none"> • Analyse customer data and its accuracy • Implement market sizing techniques and research • Segment the markets and review the most effective marketing mix • Identify the appropriate target markets and profile target audience for the organisation's range of products and services available • Develop value propositions for market segments • Assess market segment attractiveness • Implement marketing activities in line with the marketing plans • Develop communication plans for segmentation criteria • Monitor and review marketing performance to ensure performance is maximised | <ul style="list-style-type: none"> • Set frameworks and criteria for market profiling and segmentation • Drive market positioning strategies Identify available market segments and strategic marketing options • Evaluate market segment attractiveness and determine value propositions • Design the approaches to determine and describe the total markets | |