

**SKILLS FRAMEWORK FOR INTELLECTUAL PROPERTY  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Business Development					
<b>TSC Title</b>	Business Opportunities Development					
<b>TSC Description</b>	Identification of new business opportunities, this could be new markets, new partnerships, new ways to reach existing markets, or new product 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					
<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>INP-CFC-2003-1.1</b>	<b>INP-CFC-3003-1.1</b>	<b>INP-CFC-4003-1.1</b>	<b>INP-CFC-5003-1.1</b>	
		Support business development pitches through the use of market data analysis and presentation of data	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	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Competitor analysis</li> <li>Sales process and cycle</li> <li>Presentation skills</li> <li>Proposal development</li> </ul>	<ul style="list-style-type: none"> <li>Needs and expectations of organisation's actual and potential customers</li> <li>Market segmentation</li> <li>Consumers and Organisational buying behaviour</li> </ul>	<ul style="list-style-type: none"> <li>Market landscape and trends</li> <li>Impact of trends on new and/or existing products and offerings</li> <li>Building customer relationships</li> <li>Objectives and costs of customer acquisition and retention</li> <li>Targeting strategies</li> <li>Components of implementation plans for positioning options</li> <li>Engagement metrics</li> </ul>	<ul style="list-style-type: none"> <li>Emerging market landscape and trends</li> <li>Business relationship development</li> <li>Business development strategies</li> <li>Presentation, sales and negotiation skills</li> <li>Business and financial acumen</li> <li>Workplace communication and engagement</li> <li>Networking skills</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Support business development pitches by following internal sales guidelines</li> <li>Interpret and conduct market research to suggest potential areas of opportunities</li> <li>Support preparation of data in presentable format for further analysis to be conducted</li> </ul>	<ul style="list-style-type: none"> <li>Organise segmentation of markets in accordance with organisation's selected criteria</li> <li>Profile target market segments to support organisation business strategy</li> <li>Identify existing and potential customer needs and expectations</li> <li>Analyse customer requirements, markets,</li> </ul>	<ul style="list-style-type: none"> <li>Develop customer acquisition and retention programmes</li> <li>Develop business opportunities based on customer needs and expectations</li> <li>Develop recommendations to improve the organisation's positioning in the market</li> <li>Review strategic and partnership opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Formulate strategic business development plan for target markets and ensure in line with organisation strategic direction</li> <li>Lead in identifying and strategically assessing an opportunity to create long-term value for the organisation</li> <li>Lead negotiation process to achieve desired outcomes</li> </ul>	

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		<ul style="list-style-type: none"> <li>Infer organisation's potential products or service offerings</li> </ul>	<p>competitors and environments</p> <ul style="list-style-type: none"> <li>Identify specific prospects/partners to approach to develop opportunities for the organisation</li> <li>Identify positioning options based on market segmentation to support organisational business strategy</li> </ul>	<p>through quantity and qualitative analyses</p> <ul style="list-style-type: none"> <li>Develop goals, plans and related metrics to track progress and manage obstacles to achieve program objectives</li> <li>Implement metrics in tracking success of customer engagement</li> </ul>	<ul style="list-style-type: none"> <li>Drive customer adoption from strategic insight derived from detailed data analysis</li> <li>Lead cross-functional relationships with both internal and external stakeholders</li> <li>Evaluate implications of strategies and business targets to seek endorsement</li> <li>Guide communication to internal stakeholders on opportunities to gather buy-in</li> </ul>	
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