

**SKILLS FRAMEWORK FOR SEA TRANSPORT
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Business Development					
TSC	Business Opportunities Development					
TSC Description	Identify new business opportunities to better meet the needs of existing markets and bring benefits to the organisation					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		STP-CFC-2003-1.1	STP-CFC-3003-1.1	STP-CFC-4003-1.1	STP-CFC-5003-1.1	
		Support business development pitches through the use of market data analysis and presentation	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 methods Sales process and cycle Presentation skills Proposal development 	<ul style="list-style-type: none"> 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 Customer relationships development methods Objectives and costs of customer acquisition and retention 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 strategies Business development strategies Presentation, sales and negotiation methods Business and financial acumen Workplace communication and engagement Networking methods 	
Abilities		<ul style="list-style-type: none"> Support business development pitches by following internal sales guidelines Interpret and conduct market research to suggest potential areas of opportunities Support preparation of data in presentable format for further analysis 	<ul style="list-style-type: none"> Organise segmentation of markets in accordance with organisation's selected criteria Profile target market segments to support organisation business strategies Identify existing and potential customer needs and expectations 	<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 	<ul style="list-style-type: none"> Formulate strategic business development plans for target markets and ensure alignment with organisation strategic direction Lead in identifying and strategically assessing opportunities to create long term value for the organisation 	

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		<ul style="list-style-type: none"> Recommend organisation's potential products or service offerings 	<ul style="list-style-type: none"> Analyse customer requirements, markets, competitors and environments Identify specific prospects or partners to approach to develop opportunities for the organisation Identify positioning options based on market segmentation to support organisational business strategies 	<ul style="list-style-type: none"> Review strategic and partnership opportunities through quantity and qualitative analyses Develop goals, plans and related metrics to track progress and manage obstacles to achieve program objectives Implement metrics in tracking success of customer engagement 	<ul style="list-style-type: none"> Lead negotiation process to achieve desired outcomes Drive customer adoption using strategic insight derived from detailed data analysis 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 opportunities to gather buy-in 	
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