

**SKILLS FRAMEWORK FOR LANDSCAPE
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Management					
TSC	Business 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
			LNS-CFC-3003-1.1	LNS-CFC-4003-1.1	LNS-CFC-5003-1.1	
			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"> 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"> 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 Analyse customer requirements, markets, competitors and environments Identify specific prospects or partners to approach to develop 	<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 quantity and qualitative analyses Develop goals, plans and related metrics to track progress and 	<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 Lead negotiation process to achieve desired outcomes Drive customer adoption using strategic insight derived from detailed data analysis 	

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			<p>opportunities for the organisation</p> <ul style="list-style-type: none"> Identify positioning options based on market segmentation to support organisational business strategies 	<p>manage obstacles to achieve program objectives</p> <ul style="list-style-type: none"> Implement metrics in tracking success of customer engagement 	<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 opportunities to gather buy-in 	
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