

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Development, Sales and Marketing					
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
				TOU-CFC-4003-1.1	TOU-CFC-5003-1.1	
				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 anticipate customers' needs and exceeds expectations	
Knowledge				<ul style="list-style-type: none"> Market landscape and trends Impact of trends on new and/or existing products and offerings Customer relationship 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"> Develop customer acquisition and retention programmes Develop business opportunities based on customers' 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"> • Review strategic and partnership opportunities through quantity and qualitative analyses • Develop goals, plans and related metrics to track progress and manage obstacles to achieve programme 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 insights 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-ins 	
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