

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

TSC Category	Sales and Marketing					
TSC Title	Business Development					
TSC Description	Explore and establish strategic business opportunities for the organisation and translate market research and/or analysis into viable leads. This would encompass identification of new markets and potential customers, active generation and pursuit of leads and commercial opportunities, regular engagement with relevant industries to introduce and promote the organisation's IT products, services or offerings					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
			ICT-SNM-3003-1.1	ICT-SNM-4003-1.1	ICT-SNM-5003-1.1	ICT-SNM-6003-1.1
			Conduct research on critical or emerging markets and identify potential leads	Analyse insights from market intelligence data and related business functions to identify commercial opportunities and propose ways to capitalise on them	Develop a business development strategy for specific markets and engage key decision makers to generate viable leads or increase scope of business with existing clients	Establish an organisational business development strategy, direct expansion into new markets and lead the creation of new and significant business opportunities and relationships
Knowledge			<ul style="list-style-type: none"> Current target market and customers Emerging markets for the organisation's products Market research techniques and sources Unique qualities and competitive advantage of the organisation's products /and solutions 	<ul style="list-style-type: none"> In-depth understanding of current, future and potential target markets Market developments and the opportunities they present Interpretation of market analysis and competitive intelligence data Customer needs identification Potential opportunities and avenues for industry engagement 	<ul style="list-style-type: none"> Types of business development strategies and approaches Advanced understanding of industry trends, priorities and opportunities Different markets and customer segments, and their business potential Strategies and methods to grow business with existing clients Operating contexts and opportunities in different markets and countries 	<ul style="list-style-type: none"> Organisation-wide business development strategies Different countries' or regions' markets, contexts, risks and opportunities Public relations and media engagement strategies
Abilities			<ul style="list-style-type: none"> Conduct research focusing on critical or emerging markets Conduct research on potential leads, possible clients, companies and their needs Analyse sales and consumptions patterns to draw insights 	<ul style="list-style-type: none"> Analyse relevant market and competitive intelligence data to identify possible commercial opportunities Propose ways to capitalise on new market opportunities Incorporate insights from related business 	<ul style="list-style-type: none"> Develop a business development strategy for specific markets Lead the evaluation of new market opportunities Determine target markets and customer segments that offer new avenues for growth 	<ul style="list-style-type: none"> Drive a business development strategy for the organisation's operating markets Chart direction of the expansion into new markets Define organisational strategy for pitching products and offerings to

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			<ul style="list-style-type: none"> Identify new or potential customers when such opportunities are referred or presented by others Maintain ongoing customer contact to understand responses to the organisation's offerings and solutions Analyse information to support scoping and pricing of business opportunities and projects Promote the organisation's offerings at industry events at an informal level 	<p>functions into business development plans</p> <ul style="list-style-type: none"> Develop content to engage relevant communities and potential customer segments Initiate consumer contact and generate interest in the organisation's technology solutions to uncover or create sales leads Recommend ways to develop current customer accounts into larger business opportunities Assess existing partners' or customers' short-term and long-term needs and business pipeline to identify potential leads Qualify sales leads to followup Scope business opportunities and deals Raise appropriate opportunities and avenues to promote the organisation's products and services 	<ul style="list-style-type: none"> Integrate lead generation efforts with sales, marketing, customer service and related business functions Seek to engage key decision makers in other organisations to generate viable leads Manage the deepening or broadening of the organisation's involvement with existing clients to secure new business opportunities over multiple areas Establish guiding principles for the scoping, sizing, structuring and pricing of business deals, in line with business priorities Promote the organisation's solutions, technologies and offerings at customer or industry events Advocate for the organisation's offerings to a specific community Lead sales presentations to potential clients and partners 	<p>the industry /and potential customers</p> <ul style="list-style-type: none"> Take a lead role in sourcing for, creating and evaluating new strategic opportunities Establish relationships with senior management or key decision makers in other companies to generate viable leads Build organisation-wide processes /and infrastructure required to transform potential commercial opportunities into viable customers Establish organisation strategy and priorities for the scoping, sizing, structuring and pricing of business opportunities and deals Represent the organisation at key industry or public events and media interactions Lead critical complex or high-value sales presentations, pitches and negotiations
Range of Application						