## TSC Category
Business Development

## TSC
Sales Strategy Development

## TSC Description
Define sales strategies and market penetration plans for the retail target segment

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
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<th>Level 4</th>
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<th>Level 6</th>
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<tr>
<td>Conduct market research to contribute towards the development of sales strategies and capitalise on potential opportunities</td>
<td>Generate insights on potential sales strategies and business plans based on market research conducted</td>
<td>Conceptualise sales strategies and business plans based on insights and market research to increase market penetration and organisation revenue</td>
<td>Refine sales strategies and business plans for alignment with overall organisation strategy and direction</td>
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### Knowledge
- Sales and marketing principles, best practices and common business development techniques
- Market and consumer analysis
- Market research techniques and sources
- Demand forecasting techniques
- Types of variables affecting future demand and sales
- Sources of market, competitors, customer and product and/or service performance data
- Sales and marketing principles, best practices and common business development techniques
- Analytical tools and methodologies
- Market and consumer analysis
- Competitor insights and market benchmarks
- Market analysis and competitive intelligence data
- Customer and industry needs, priorities and opportunities
- Assessment of market potential
- Sales and marketing principles, best practices and business development techniques
- Types of business development strategies and approaches
- Advanced understanding of industry trends, priorities and opportunities
- Different markets and consumer segments, and their business potential
- Strategies and methods to grow business with existing customers
- Operating contexts and opportunities
- Indicators of success for sales strategies and business plans
- Methods for cost-benefit analysis
- Organisation business development strategies
- Organisation value propositions
- Market trends and developments
- Organisational implications of sales strategies and business plans, and their adjustments
- Indicators of success for sales strategies and business plans
### Abilities

- Conduct research analysis of market trends and developments
- Gather data on customer preferences, consumer trends and competitors
- Collate relevant data on sales performance and marketing effectiveness from historical records and various internal or external sources
- Measure consumer behaviour and business outcomes based on specific indicators
- Consolidate information gathered through data collection processes
- Identify critical customer segments, market gaps and competitors
- Analyse research data to identify existing and new business opportunities
- Analyse sales and consumption patterns to draw insights
- Analyse competitor pricing models to draw insights on pricing strategies
- Analyse customer and competitor dynamics
- Conduct analyses on short and long-term sales opportunities based on market research conducted
- Interpret future demands using forecasting techniques
- Analyse information to support scoping and pricing of business opportunities
- Define and develop corporate-level, business unit-level and market-level strategies based on insights and market research
- Develop strategy implementation plans to drive marketing and sales efforts
- Evaluate potential sales strategies and business plans by correlating existing and new business opportunities to organisation products and solutions
- Conduct cost-benefit analysis to determine the budget for sales and marketing efforts
- Analyse current sales strategies and business plans to identify and capture sales processes opportunities for refinement
- Assess opportunities to reduce cost of sale and increase customer satisfaction
- Conduct feasibility studies on sales strategies and business plans
- Review sales strategies and business plans to evaluate its alignment against organisation’s objectives
- Adjust sales strategies and business plans based on refinement to align with overall organisation’s strategy and direction

### Range of Application

Range of applications includes, but is not limited to:

- Strategic planning tools for marketing and sales
  - Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis
  - Porter’s five forces model
  - Mind Maps
  - Balanced scorecard
  - Political, Economic, Social, and Technological (PEST) analysis
  - Scenario planning
  - Growth-share matrix
  - Responsive evaluation

- Productivity software