### TSC Category
Business Development

### TSC
Sales and Business Development

### TSC Description
Manage business development efforts to generate new business or upsell and increase business with existing accounts

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
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<th>Level 6</th>
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<td>Identify potential new sales leads and respond to routine technical sales inquiries from existing and new customers</td>
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<td>Anticipate qualified sales leads and track leads from prospect to sales closure</td>
<td>Drive the performance of the sales team to meet or exceed individual and team sales targets</td>
<td>Formulate sales team targets and monitor sales revenue against projected budgets</td>
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### Knowledge
- 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
- Sales forecasting techniques
- 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
- 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 customer segments, and their business potential
- Operating contexts and opportunities in different markets and countries
- Organisation procedures related to closing and processing sales
- Internal factors impacting sales outcomes
- Organisation’s target markets
- Enterprise level target setting
- Process of cascading sales targets across teams
- Potential opportunities and avenues for industry engagement
- Indicators of success for sales strategies and business plans

### Abilities
- Conduct research focusing on critical or emerging markets
- Conduct research on potential leads, possible customers, companies and their needs
- Analyse relevant market and competitive intelligence data to identify possible commercial opportunities
- Propose ways to capitalise on new market opportunities
- Develop a business development strategy for specific markets
- Lead evaluation of new market opportunities
- Determine target markets and customer
- Establish guiding principles for the scoping, sizing, structuring and pricing of business deals, in line with business priorities
- Take a lead role in sourcing for, creating
SKILLS FRAMEWORK FOR ENERGY AND POWER
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT

- Analyse sales and consumptions patterns to draw insights
- 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 organisation's offerings at informal events

- Incorporate insights from related business functions into business development plans
- Develop content to engage relevant communities and potential customer segments
- Initiate consumer contact and generate interest in the organisation's 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 follow-up
- Scope business opportunities and deals

- Segments that offer new avenues for growth
- Integrate lead generation efforts with sales, marketing, customer service and related business functions
- Manage the deepening or broadening of the team's involvement with existing customers to secure new business opportunities over multiple areas
- Determine appropriate opportunities and avenues to promote the organisation's products and services
- Lead sales presentations to potential customers and partners
- Evaluate new strategic opportunities
- Establish relationships with senior management or key decision makers in other companies to generate viable leads
- Build and/or finetune processes required to transform potential commercial opportunities into viable customers
- Establish strategy and priorities for the scoping, sizing, structuring and pricing of business opportunities and deals
- Lead critical complex or high-value sales presentations, pitches and negotiations
- Calibrate targets and business plans based on refinement to align with overall company strategy and direction

Range of Application

Range of application includes, but is not limited to:

- Tools for business development
  - Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis
  - Porter’s five forces model
  - Mind maps
  - Balanced scorecard
  - PEST analysis
  - Scenario planning
  - Growth-share matrix
  - Responsive evaluation

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