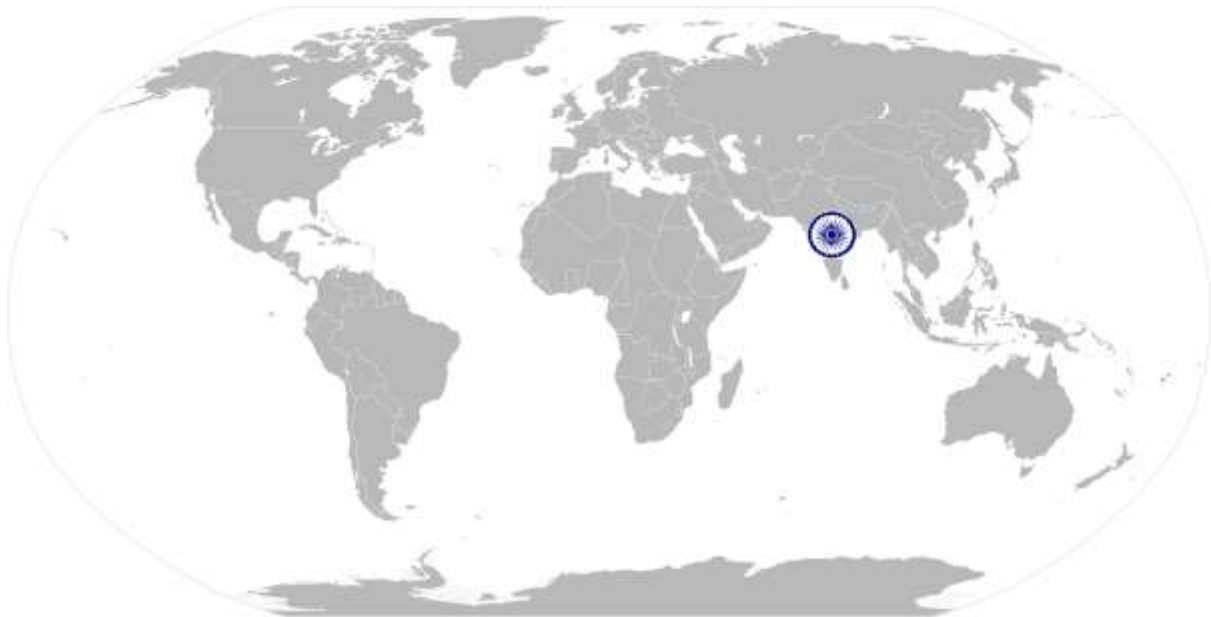


National Occupational Standard



Overview

This unit is about making specific contributions to generating new business for your organization.

SSC/ N 1102

Contribute to new business generation

Applicable NOS Unit

Unit Code	SSC/ N 1102
Unit Title (Task)	Contribute to new business generation
Description	This unit is about making specific contributions to generating new business for your organization.
Scope	<p>This unit/task covers the following:</p> <p>Appropriate people:</p> <ul style="list-style-type: none"> • line manager • colleagues • subject matter experts <p>Communication modes:</p> <ul style="list-style-type: none"> • face-to face • telephone • e-mail • webinars • referrals
Performance Criteria (PC) w.r.t. the Scope	
	<p>To be competent, you must be able to:</p> <p>PC1. establish how you are required to contribute to generating new business in line with procedures</p> <p>PC2. obtain sufficient information from your organization's knowledge base and appropriate people to understand the markets you are operating in and your organization's or work group's sales plans</p> <p>PC3. obtain relevant information from the customer relationship management (CRM) database or other sources to create a database of suspects</p> <p>PC4. obtain sufficient information from the CRM database and appropriate people to understand the history of relationships with suspects</p> <p>PC5. contact suspects using the communication modes and at frequencies specified in sales plans</p> <p>PC6. communicate with suspects using approved scripts in line with your organization's business communication guidelines and standards</p> <p>PC7. convert suspects to new business prospects and clients as specified in sales plans</p> <p>PC8. record new business generation activities and suspect responses on the CRM database</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the	<p>You need to know and understand:</p> <p>KA1. your organization's policies, procedures and priorities for generating new business and your role in applying these</p>

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<p>company/ organization and its processes)</p>	<p>KA2. your organization's knowledge base and how to access this KA3. the purpose of the CRM database and how to use this to record and extract information KA4. how to create and use a database of suspects KA5. information from within your organization about markets and sales plans KA6. your organization's guidelines and procedures for converting suspects to new business prospects and clients KA7. your organization's sales plans and the ways in which you must contribute to these</p>
<p>B. Technical Knowledge</p>	<p>You need to know and understand: KB1. different markets in which your organization operates KB2. market developments and competitive practices within the sector KB3. the range and purpose of communication modes used and how to apply these KB4. different scripts used to communicate with suspects and when to use these KB5. the importance of taking feedback from suspects and how to record this</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills You need to know and understand how to: SA1. communicate with colleagues and suspects in writing</p> <p>Reading Skills You need to know and understand how to: SA2. read instructions, guidelines, procedures, rules and service level agreements</p> <p>Oral Communication (Listening and Speaking skills) You need to know and understand how to: SA3. ask for clarification and advice from line managers SA4. communicate orally with colleagues and suspects SA5. listen effectively and orally communicate information accurately SA6. communicate with people in a positive and constructive manner</p>
<p>B. Professional Skills</p>	<p>Decision Making You need to know and understand how to: SB1. identify anomalies in data SB2. make decisions on suitable courses of action</p> <p>Plan and Organize You need to know and understand how to: SB3. plan and organize your work to achieve targets and deadlines</p> <p>Customer Centricity You need to know and understand how to: SB4. check your own work meets customer requirements</p>

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	<p>SB5. work effectively in a customer facing environment</p> <p>SB6. deliver consistent and reliable service</p> <p>SB7. build and maintain positive and effective relationships with colleagues and stakeholders</p>
	Problem Solving
	You need to know and understand how to:
	SB8. refer anomalies to the line manager
	Analytical Thinking
	You need to know and understand how to:
	SB9. analyze data and activity
	Critical Thinking
	You need to know and understand how to:
	SB10. apply balanced judgments to different situations
	Attention to Detail
	You need to know and understand how to:
	SB11. check your work is complete and free from errors
	SB12. get your work checked by peers
	Team Working
	You need to know and understand how to:
	SB13. work effectively in a team environment
C. Technical Skills	<p>You need to know and understand how to:</p> <p>SC1. use information technology effectively, to input and/or extract data accurately</p> <p>SC2. keep up to date with changes, procedures and practices in your role</p>

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NOS Version Control

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NOS Code	SSC/ N 0201		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]		Version number	0.1
Industry	IT-ITeS	Drafted on	30/04/2013
Industry Sub-sector	IT Services	Last reviewed on	31/03/2018
		Next review date	31/03/2019

