

# ASTFM503

## Expand the facilities management service



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### Overview

This standard is for senior managers in the facilities management environment. It covers the business development role and is suitable for those working on business expansion. It is about communicating with those that use facilities management services, building relationships and capitalising on those relationships to win new work. It is about evaluating trends and developments in the market, identifying future needs and using this information to identify and promote the added value of the organisation's facilities management service.

This standard is applicable to those who deliver facilities management services:

- within an organisation, and
- to a client organisation

In this context 'the organisation' can be either your employer or a client.

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### Performance criteria

*You must be able to:*

- P1 identify opportunities to improve and expand facilities management services in line with market developments
- P2 assess the suitability of new opportunities and the added value that the facilities management service can bring
- P3 oversee the preparation of bids for new work and new opportunities that demonstrate the added value of the organisation
- P4 present the facilities management service in a way that demonstrates its alignment with the organisation's core activities
- P5 promote and market facilities management services in a manner compliant with legal, regulatory, ethical and social requirements
- P6 exploit opportunities for cross-selling and up-selling through linked products and services and existing contracts
- P7 oversee consultation and research to accurately identify and confirm the organisation's future facilities management needs and direction
- P8 match the organisation's needs with current and planned facilities management services
- P9 identify and recommend ways of improving facilities management services to better meet the organisation's current and future needs
- P10 develop plans for promoting new services
- P11 assess the current and future required resources to meet the changing demand for facilities management services

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### Knowledge and understanding

*You need to know and understand:*

- K1 the market in which the organisation operates
- K2 the organisation's business objectives and culture
- K3 potential sources of new business and new markets available to the facilities management service
- K4 the organisation's strategy for delivering facilities management, its policies and procedures
- K5 the facilities management services and how they are delivered
- K6 current and emerging trends and developments in facilities management
- K7 pricing strategies for facilities management services
- K8 techniques for consulting with organisations to identify their facilities management needs and expectations
- K9 the importance of developing and nurturing relationships with those responsible for commissioning facilities management services
- K10 techniques for networking and promoting the facilities management service
- K11 methods for communicating effectively and building relationships
- K12 selling theories, techniques and methodologies
- K13 techniques for identifying where value can be added to existing and planned services
- K14 the added value of facilities management services and how to communicate this effectively to others
- K15 how to add value to existing and planned services in order to meet the organisation's needs

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**Relevant occupations** Combined facilities support activities

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**Suite** Facilities Management for Senior Managers

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