
ASTPC11

Identify and pursue new business opportunities



Overview

This standard is about identifying opportunities for new business, even when they do not positively exist. Then pursuing them and firming them up into new contracts and work.

It includes identifying and evaluating of business opportunities to make sure they are worth pursuing, identifying the benefits of your service over that of others in your field, and communicating that to your existing and potential customers. It also includes explaining features and benefits, negotiating and signing off deals.

This standard is for pest management practitioners.

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Performance criteria

Identify business opportunities

You must be able to:

- P1 Look for, and recognise, business opportunities.
- P2 Create business opportunities where they do not obviously exist.
- P3 Quickly identify potential business developments and how they will affect your business.
- P4 Identify the additional benefits of potential business opportunities.

Communicate your services to customers

You must be able to:

- P5 Know your competition and be able to explain to customers the advantages of your offer.
- P6 Clearly define what products or services your business delivers and make sure that you present it to customers in a way they can relate to.
- P7 Tell your customers how you are aiming to meet their needs and about new developments.
- P8 Check that your marketing strategy is based on an accurate understanding of your customer's needs and preferences.

Negotiate deals

You must be able to:

- P9 Clearly explain the features of the deal you want to make and the benefits to the other person or organisation.
- P10 Think whether there is anything you can negotiate on other than price.
- P11 Negotiate your deal calmly and effectively.
- P12 Behave ethically throughout negotiations.
- P13 Sign off deals so they are clear to all parties.

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Knowledge and understanding

You need to know and understand:

Marketing

- K1 The vision of your business, the products or services it provides and how best to communicate this information clearly and passionately to potential customers.

Customer's experience

You need to know and understand:

- K2 How you can improve the experience your customers have when dealing with your business (for example, by being available to them, tailoring products or services to meet their specific needs and offering discounts for customer loyalty).
- K3 How to regularly remind customers of the benefits of dealing with your business.

Business opportunities

You need to know and understand:

- K4 What the challenges and opportunities in your business environment are (for example, changes in the marketplace, competition, government policies or other changes in the environment).
- K5 What the implications of any new venture for your business's direction, image and bottom line are.
- K6 How to be creative and innovative when recognising new opportunities for your business.
- K7 How to take advantage of opportunities presented.
- K8 How to take into account the lessons learned from previous business successes or failures.
- K9 How to identify and weigh up the risks linked to different courses of action.
- K10 How to collect and use evidence to support your decisions.

Finance

You need to know and understand:

- K11 What your own costs to deliver the deal will be, including your margins and break-even point.

Yourself

You need to know and understand:

- K12 How your behaviour will come across to the other person or organisation.
- K13 How to listen to what the other person is really saying.
- K14 How to build rapport, empathy and long-lasting relationships.

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K15 How behaving ethically will make people want to deal with you in the future.

Negotiation

You need to know and understand:

K16 What you can negotiate on other than price (for example delivery costs and times, product and service specification, service level and extras).

K17 Why it can be easier to negotiate on things other than the bottom line.

K18 Why it is important not to get emotional or personal about a deal.

K19 How to recalculate and present an offer in a different way to meet developments whilst making a deal.

K20 How to close a deal.

K21 How to record the outcome of the deal so it is clear to all parties and legally sound.

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