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**Overview**

This standard is about developing awareness of you and/or your organisation as a trusted and responsible source of advice and guidance amongst individuals considering starting their own business and existing businesses. It requires you to develop a value proposition for your service, identify ways of engaging with potential customer groupings, respond effectively to enquiries from potential clients and manage the initial interaction, in order to develop the relationship.

For the purposes of this standard, business support refers to assistance which is received from individuals or organisations outside of the business, related to a specific business problem or opportunity and/or development of the business.

Enterprise support refers to assistance which is received by individuals considering starting their own business. A 'business' can mean an independent entity such as a private sector business, a social enterprise, a charitable or voluntary organisation, or a significant operating unit, with a relative degree of autonomy, within a larger organisation. It can also refer to a formal partnership where two or more businesses are working together towards common goals.

This standard is recommended for individuals and organisations providing assistance to support the development of individuals considering starting their own business and existing businesses, either on a voluntary or commercial basis.

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## Performance criteria

- You must be able to:
- P1 identify your motivations and drivers to offering business and enterprise support and working with individuals considering starting their own business and existing businesses
  - P2 develop a value proposition which identifies the ways in which you will assist a potential client in moving from opportunity to action
  - P3 communicate how business and enterprise support adds value to the development of learning and skills, at a personal and business level
  - P4 identify the ways by which to generate opportunities so that you can engage with potential clients
  - P5 assess the value of different networks as a way of raising awareness of you and/or your organisation amongst potential clients as a source of trusted and responsible support
  - P6 keep up to date with developments in networks in the area in which you operate, including location, sector and type of customer grouping
  - P7 keep up to date with how innovation and creativity can be developed in others
  - P8 maintain contact and exchange information with other individuals and organisations supporting individuals considering starting their own business and existing businesses
  - P9 make sure that potential clients understand the scope of the business and enterprise support services offered by you and/or your organisation
  - P10 identify ways by which printed and online media will support you in raising awareness amongst potential clients as a source of trusted and responsible support
  - P11 follow-up professionally and promptly in response to an enquiry from a potential client
  - P12 maintain up to date records of contacts with potential clients
  - P13 identify the effectiveness of different methods used by you and/or your organisation to raise awareness amongst potential clients as a source of trusted and responsible support
  - P14 draw upon previous experiences to identify opportunities to support individuals considering starting their own business and existing businesses

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- P15 develop relationships with other organisations who will assist you in raising awareness amongst potential clients as a source of trusted and responsible support
  - P16 end contact with a potential client in a way that encourages them to maintain a relationship with you going forward

## Knowledge and understanding

### Generate and select opportunities

#### You need to know and understand:

- K1 the contribution of business and enterprise support to learning and skills development in individuals considering starting their own business and/or existing businesses
- K2 why it is important to develop a value proposition which communicates your value as a source of support for individuals considering starting their own business and/or the development of existing businesses
- K3 different methods for recognising and selecting opportunities to support individuals considering starting their own business and/or the development of existing businesses strategies
- K4 the ways in which your previous experiences can be used to identify opportunities for supporting individuals considering starting their own business and/or existing businesses
- K5 the limitations of relying on other individuals and organisations as a source of opportunities for supporting individuals considering starting their own business and/or existing businesses
- K6 the ways of measuring the effectiveness of approaches to generating and selecting opportunities to support others used by you and/or your organisation
- K7 the relationship between opportunity recognition and selection and awareness raising
- K8 the ways of enhancing innovation and creativity in others

### Awareness raising

#### You need to know and understand:

- K9 the effectiveness of different approaches to raising awareness of you as a trusted and responsible source of support including and reactive and proactive approaches
- K10 the role for word of mouth amongst networks and relationships as a way of raising awareness of you as a source of trusted and responsible support
- K11 how to raise awareness of you and/or your organisation as a source of support through membership organisations and networks including both sector and professional organisations and networks

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- K12 the need to invest time in developing networks and relationships with other organisations who provide business and enterprise support
  - K13 the advantages and disadvantages of printed and online media as a source of raising awareness as a source of support
  - K14 the ways of measuring the effectiveness of approaches to awareness raising used by you and/or your organisation
  - K15 why it is important to keep up to date with changes in the business and enterprise support landscape, including changes to the types of organisations, programmes of support and networks
  - K16 the ways of promoting contact with you and/or your organisation by potential clients
  - K17 how to follow-up with a potential client after they have made contact
  - K18 why it is important to maintain records of contacts with potential clients
  - K19 the sources of support for your ongoing professional development as a source of support to others

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**Additional information**

**Behaviours:**

- 1 recognise the opportunities presented by the diversity of people
- 2 work to turn unexpected events into opportunities rather than threats
- 3 try out new ways of developing relationships with others
- 4 seek to understand the needs and motivations of individuals considering starting their own business and/or existing businesses
- 5 comply with, and ensure that others comply with, legal requirements, industry regulations, organisational policies and professional codes
- 6 invite a two-way exchange of information and feedback with clients and others
- 7 show integrity, fairness and consistency in decision making

CFABES001

Develop awareness amongst potential clients as a source of trusted and responsible support



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<b>Date approved</b>	November 2013
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<b>Originating organisation</b>	SFEDI
<b>Original URN</b>	CFABES001
<b>Relevant occupations</b>	Higher education teaching professionals; Further education teaching professionals; Chartered and certified accountants; Management consultants and business analysts; Business and financial project management professionals; Business and related research professionals; Finance and investment analysts and advisers; Vocational and industrial trainers and instructors
<b>Suite</b>	Business and Enterprise Support (2013)
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