



Soft Skills Top Tips

Market Development

Introduction

It is essential Procurement don't overlook the 'softer' skills their leaders need to conduct successful Market Development.

"Soft" personal skills such as negotiation and "listening" along with problem-solving capabilities and flexibility are critical competencies in order to conduct market development effectively.

Use these top tips to ensure you utilise the soft skills required to conduct market development:

- ☐ Observe trend analysis, and find out who sets the trends within your industry
- ☐ Can you use entrepreneurialism, can you set the trends, and if so how?
- ☐ Who are the targets for your products and services?
- ☐ Think how you can reach out to suppliers by exhibitions, eshots, seminars, open days, utilising the web, supplier visits and mind mapping days
- ☐ What does the competition look like if indeed competitors do exist?
- ☐ How will you mitigate their presence?
- ☐ Have an investment strategy and plan. What will you spend, when how and on what?
- ☐ Is there a big customer or several smaller ones willing to commit in joint ventures and/or investment to provide greater credibility in a given market
- ☐ What about backing in general and how might this affect equity (e.g. banks, private equity, venture capital)?
- ☐ How will you cope with competitors looking to take your space when success reigns?
- ☐ How will you ensure your marketing and support function are fully aligned?

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