

PROFESSIONAL SERVICE MANAGEMENT FRAMEWORK



Your organisation and marketplace

Core Competence Group	Your organisation and marketplace
<p>This category concentrates on the IT professional's knowledge of their organisation, both internally in terms of structure and strategy, and externally with regard to the marketplace and industries within which the organisation operates.</p>	

Core Competence	Marketplace/external trends	
<p>A contemporary understanding of the marketplace in which the company operates, its drivers and trends allows the service management professional to ensure the services remain competitive and relevant.</p>		
	As a Service Management Associate, you can...	As a Service Management Professional, you can...
Person Specification	<ul style="list-style-type: none"> Describe the marketplace in which your company and services operate 	<ul style="list-style-type: none"> Describe the market, and explain the key drivers in which your company and services compete Describe current trends that will significantly affect your market and explain how the services you offer may change in response to them