Australian Government

Department of Education, Employment and Workplace Relations

BSBREL403A Implement international client relationship strategies

Revision Number: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

BSBREL403A Implement international client relationship strategies

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to implement international client relationships in line with a defined organisational strategy for international client relationships.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit applies to individuals working with minimal supervision but with the support and assistance of a more senior person within the organisation. This unit addresses marketing goods and services internationally, in line with the organisation's marketing plan and marketing strategy for a specified international target market. The activities will be focused on the target market and will involve communication and executing tasks across cultural and geographic barriers.
	The unit does not include developing a client relationship strategy. This higher level activity is dealt with in BSBREL501A Build international client relationships.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Implement culturally appropriate interpersonal communication with clients	1.1. Seek *advice* on *culturally appropriate interpersonal communication styles* to use with international clients 1.2. Use culturally appropriate interpersonal communication styles with international clients 1.3. Seek *feedback* on appropriateness of communication style 1.4. Make changes to communication style as a result of feedback
2. Implement client relationship strategy	2.1. Seek clarification of details of the existing organisational client relationship strategy as required 2.2. Determine *processes and practices* to implement the client relationship strategy with international clients 2.3. Implement the client relationship strategy with international clients 2.4. Identify issues and problems arising in implementing the client relationship strategy with international clients and take *actions* to address these issues
3. Monitor and improve client relationship strategy	3.1. Maintain *records* of client interactions according to organisational procedures 3.2. Seek feedback on *quality and effectiveness* of interactions with international clients 3.3. Identify and receive feedback on areas of improvement in international client interactions from monitoring processes 3.4. Make suggestions for changes in the organisation's client interaction strategy to *relevant personnel* 3.5. Implement areas of improvement to processes and practices associated with the client relationship strategy 3.6. Monitor changes made to processes and practices associated with the client relationship strategy for quality and effectiveness of interactions with international clients

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- communication skills to seek and use feedback to improve current practice
- literacy skills to maintain records of client interactions
- problem-solving skills to address issues arising in communicating with international clients.

Required knowledge

- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
  - Trade Practices Act
  - World Trade Organization determinations
- cultural awareness relevant to international clients
- application of an organisational client relationship strategy.

Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • identifying and using culturally appropriate communication styles across a range of clients • ensuring client interactions are in line with relationship strategy and contribute to business performance • monitoring performance to make improvements to processes and practices • knowledge of cultural awareness relevant to international clients.
Context of and specific resources for assessment	Assessment must ensure: • access to an actual workplace or simulated environment • access to office equipment and resources • access to relevant workplace documents • access to feedback from clients.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • review of records maintained about client interactions • analysis of responses to case studies and scenarios • observation of interpersonal interaction with clients and business network members • oral or written questioning to assess knowledge of relevant Australian, international and local legislation • assessment of actions taken to address issues and problems identified in implementing the client relationship strategy with international clients.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended,

EVIDENCE GUIDE	
	for example:
	• communication units or other international business units.

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Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
Advice may be sought from:	• academic publications and personnel • advice provided by Austrade and state/territory government agencies, chambers of commerce • manager, supervisor or relevant specialist staff • trade and business publications • workplace documents
Culturally appropriate interpersonal communication styles may include:	• choice of medium for communication • culturally determined notions of polite behaviour • distance between communicating parties in face-to-face meetings • eye contact • forms of address • voice tone
Feedback may be obtained from:	• advisors within Austrade and state/territory government agencies, chambers of commerce • demographic data • external advisors or experts • government sponsored trade missions • international clients • international trade directories • manager or supervisor
Processes and practices may include:	• cycle of telephone contacts • invitations to events and demonstrations • newsletters • samples provided to clients • visits to clients by organisation's representatives or self • written correspondence via letter, email, fax
Actions may include:	• interventions by self and colleagues • referral to manager • seeking external advice

RANGE STATEMENT	
Records may include:	• client management software • diary entries or logbooks • notes of conversations, discussions • written correspondence
Quality and effectiveness may include:	• contributions to business activity through interactions • cultural appropriateness of interactions • frequency of interaction • meeting expectations of clients • other indicators set within the organisation and documented processes and practices to evaluate the effectiveness of interactions
Relevant personnel may include:	• chief executive officer of organisation, board of directors • manager or supervisor • marketing manager

Unit Sector(s)

Unit sector	

Competency field

Competency field	Business Development - International Business

Co-requisite units

Co-requisite units		

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