



Australian Government

Department of Education, Employment and Workplace Relations

BSBREL501A Build international client relationships

Revision Number: 1

BSBREL501A Build international client relationships

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to build effective international client relationships.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals with managerial responsibility for building, maintaining and improving effective relationships with international clients including building interpersonal communication strategies. This managerial responsibility also includes analysing, identifying and applying culturally appropriate communication strategies with these clients.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Build interpersonal communication strategies	1.1. Establish database of international clients with relevant <i>fields</i> 1.2. Establish and note preferred <i>mode of communication</i> for communicating with international clients 1.3. Take into account the influence of <i>geographic separation</i> in establishing preferred mode of communication with international clients 1.4. Use a <i>diary</i> of communications with international clients to provide reminder to facilitate regular contact with international clients 1.5. Establish a record keeping strategy for communications with international clients
2. Analyse and identify culturally appropriate communication strategies with clients	2.1. Identify <i>sources of information</i> relating to <i>culturally appropriate styles of communication</i> for specific cultural groups among international clients 2.2. Analyse and note, using available information sources, culturally appropriate styles of communication for specific cultural groups among international clients
3. Apply culturally appropriate communication strategies with clients	3.1. Use preferred client communication styles and modes of communication in communications with international clients 3.2. Use culturally appropriate verbal and non-verbal communication processes to establish rapport with international clients 3.3. Use active listening to establish rapport with international clients 3.4. Investigate and act upon opportunities to offer positive feedback to clients 3.5. Use open questions to promote two-way communication 3.6. Identify and act upon potential <i>barriers</i> to effective communication with international clients including those that are influenced by culture 3.7. Ensure communication processes initiated identify client needs, preferences and expectations
4. Maintain and improve relationships with international	4.1. Develop strategies to establish processes for obtaining ongoing feedback from international clients to monitor satisfaction levels using

ELEMENT	PERFORMANCE CRITERIA
clients	<p><i>appropriate techniques</i></p> <p>4.2. Use strategies developed to elicit feedback to provide information in a form that can be used to improve relationships with international clients</p> <p>4.3. Use feedback obtained to develop and implement strategies to maintain and improve relationships with international clients</p> <p>4.4. Review the effectiveness of communication with international clients on a regular basis</p>

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
- interpersonal skills to establish rapport, build relationships with others and demonstrate empathy in a cross-cultural context
- technology skills to use a range of software to record details about international client relationships formed.

Required knowledge

- characteristics of specific cultural groups
- 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
- principles of communication theory, especially cross-cultural communication
- range of products or services marketed by business in international settings
- range of software programs to be used in financial reporting activities
- sources of information about relevant cultural groups.

Evidence Guide

EVIDENCE GUIDE	
<p>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.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • building, maintenance and improvement of relationships with international clients over time • processes used to analyse, identify and apply culturally appropriate communication strategies with international clients • knowledge of characteristics of specific cultural groups.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to an actual workplace or simulated environment • access to office equipment and resources • access to workplace documents and records.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • analysis of responses to case studies and scenarios • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • observation of presentations • observation of techniques used to gather market intelligence • oral or written questioning to assess knowledge of principles of communication theory, especially cross-cultural communication • review of communications diary with international clients • assessment of analysis and noting of culturally appropriate styles of communication for specific cultural groups among international clients • evaluation of strategies developed to establish processes for obtaining ongoing feedback from international clients.

EVIDENCE GUIDE**Guidance information for assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBREL502A Build international business networks.

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.

<i>Fields</i> may include:	<ul style="list-style-type: none"> • contact details (addresses, phone, fax, email, mobile) • cycle for contact • names of individuals and their companies • notes on preferred communication style • preferred mode of communication • records of communications • title/job role
<i>Mode of communication</i> may include:	<ul style="list-style-type: none"> • email • fax • letter • phone • visit
<i>Geographic separation</i> may include:	<ul style="list-style-type: none"> • differences in time zones • lack of opportunities for face-to-face contact
<i>Diary</i> formats may include:	<ul style="list-style-type: none"> • electronic • linked to database of international clients • paper-based
<i>Sources of information</i> may include:	<ul style="list-style-type: none"> • academic publications and personnel • advice provided by Austrade and state/territory government agencies, chambers of commerce • staff within own organisation from same cultural group as international clients • trade and business publications
<i>Culturally appropriate styles of communication</i> may include:	<ul style="list-style-type: none"> • differences in assertiveness across cultures and individuals • distance between communicating parties • eye contact • forms of address used for names • voice tone

RANGE STATEMENT	
<i>Barriers</i> may include:	<ul style="list-style-type: none"> • cultural differences • educational differences • non-verbal communication • not listening actively • organisational • physical, personal, and age differences • stereotypes • voice modulation and articulation • word choice
<i>Appropriate techniques</i> may include:	<ul style="list-style-type: none"> • email • letter • survey instruments • telephone

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - International Business
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Co-requisite units

Co-requisite units		