



Australian Government

Assessment Requirements for BSBREL501 Build international client relationships

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- establish a database of clients and document a strategy for communicating with these clients
- build, maintain and improve relationships with international clients over time and keep a record of all communications
- analyse, identify and apply culturally appropriate communication strategies with international clients
- use feedback from international clients to review communication strategies.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- explain the characteristics of specific cultural groups
- describe principles of communication theory, especially cross-cultural communication
- identify sources of information about relevant cultural groups
- explain some factors that contribute to culturally appropriate styles of communication
- explain common barriers to communication and how to address them
- outline processes for obtaining ongoing feedback from international clients.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development –international business field of work and include access to:

- office equipment and resources

- relevant workplace documents
- feedback from clients
- international business networks
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>