Australian Government

BSBTWK401 Build and maintain business relationships

Release: 1

BSBTWK401 Build and maintain business relationships

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to establish, develop and maintain effective work relationships and networks through relationship building and negotiation skills required by workers. These workers may be within an organisation as well as freelance or contract workers.

The unit applies to individuals with a broad knowledge of networking and negotiation who contribute to creating solutions to unpredictable problems. They may have responsibility for and provide guidance to others.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Social Competence – Teamwork and Relationships

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Establish business relationships	1.1 Identify business development and networking objectives of the organisation and own role 1.2 Determine networking opportunities according to identified objectives and organisational policies and procedures 1.3 Confirm communication channels for information exchange with business contacts 1.4 Engage with business contacts using written and verbal communication to promote business opportunities
2. Maintain business relationships	2.1 Use communication techniques to establish rapport with business contacts

ELEMENT	PERFORMANCE CRITERIA
	2.2 Identify barriers to business development opportunities
	2.3 Use problem-solving techniques to negotiate solutions to identified situations
	2.4 Seek specialist advice in the development of contacts, as required
3. Build and improve business relationships	3.1 Develop strategies to represent and promote organisational interests to contacts
	3.2 Participate in formal and informal networks that promote the organisation
	3.3 Communicate issues regarding relationships in writing and verbally to organisational personnel
	3.4 Seek and respond to feedback from management on the quality of relationships with business contacts

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

SKILL	DESCRIPTION
Learning	• Seeks opportunities to develop and extend expertise and identify areas for professional improvement
Reading	• Sources and analyses information to establish networks that consistently promotes business opportunities
Writing	• Uses appropriate vocabulary, layout and grammatical structure to convey ideas and information
Oral Communication	• Uses persuasive language and appropriate non-verbal features to achieve mutually acceptable outcomes • Uses active listening and questioning techniques to confirm understanding
Initiative and enterprise	• Identifies and adheres to organisational policies and procedures
Teamwork	• Looks for ways to establish connections and build genuine understanding with a diverse range of people • Cultivates relationships with people with the knowledge, skills and influence to get things done or provide support

SKILL	DESCRIPTION
Planning and organising	• Takes responsibility for planning, sequencing and implementing tasks required to build and maintain networks • Uses analytical processes to identify problems, gather relevant information, evaluate options and determine solutions

Unit Mapping Information

Supersedes and is equivalent to BSBREL401 Establish networks.

Supersedes but is not equivalent to:

- BSBREL402 Build client relationships and business networks
- BSBREL403 Implement international client relationship strategies
- BSBSMB411 Manage specialist external advisory services.

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10