



Australian Government

Department of Education, Employment and Workplace Relations

BSBCMM501A Develop and nurture relationships

Revision Number: 1

BSBCMM501A Develop and nurture relationships

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to develop, nurture and maintain professional relationships with clients, customers and colleagues in order to complete work tasks and further the reputation of the organisation, and the profession or occupation.</p> <p>A range of legislation, rules, regulations and codes of practice may apply to this unit at the time of endorsement, depending on job roles and jurisdictions.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to those requiring communication and networking skills to develop and consolidate relationships with people in a range of sectors in order to build continuing relationships and ongoing business opportunities.</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. Develop professional relationships	1.1. Conduct dealings with clients, professionals, and other third parties professionally and in accordance with the <i>organisation's policies and procedures</i> and <i>legislative, regulatory and professional codes of practice</i> 1.2. Comply with <i>organisation's social, business and ethical standards</i> to develop and maintain positive relationships 1.3. Deal with colleagues, clients and other parties in a competent manner and with regard to <i>confidentiality</i> 1.4. Adjust <i>interpersonal styles and methods</i> to the needs and situations of other parties
2. Build and maintain business networks and relationships	2.1. Develop and maintain <i>business and professional networks</i> and other relationships to benefit the organisation 2.2. Use business and professional networks to identify and cultivate relationships in order to promote and market the organisation 2.3. Collaborate with <i>other professionals and third parties</i> to expand and enhance the reputation of the organisation and to identify new and improved business practices
3. Nurture relationships and build on referral business for the long term	3.1. Follow up <i>referral business</i> through <i>appropriate communication channels</i> to find and secure new business relationships 3.2. Identify referral needs quickly and provide information about relevant products and services 3.3. Refer information and ideas about referral business to <i>designated individuals</i> with a view to nurturing ongoing business relationships

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills to communicate effectively verbally and in writing with a variety of people of diverse backgrounds
- interpersonal skills to demonstrate networking and relationship-building techniques
- self-management skills to set goals in terms of:
 - number of clients or customers to contact
 - developing new relationships
 - maintaining existing relationships
- technology skills to:
 - access and maintain database systems
 - use custom-made software to track contact with clients and professionals, and third-party referrals
- literacy skills to:
 - write reports and letters
 - use promotional and marketing tools and techniques

Required knowledge

- local and international economic environment and trends
- marketing and public relations tools and media
- relevant legislation and regulations
- negotiation and communication principles
- information sources to identify relevant associations, conferences and other relationship building opportunities

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	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> • liaise, develop and secure long-standing and effective relationships • apply high level communication, negotiation, interpersonal and relationship management skills • apply knowledge of the goals, policies and procedures of the organisation • consider and adapt special needs of customers, including culture, language, race, religion, ethnic origin, socio-economic status and demographic needs.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to range of client enquiries, instructions and transactions • access to actual or simulated case studies • reference to networks, associations and other business opportunities.
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 role plays.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

RANGE STATEMENT	
<p>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.</p>	
<p><i>Organisation's policies and procedures</i> may include:</p>	<ul style="list-style-type: none"> • management and supervisory practices • organisation's procedures relating to: <ul style="list-style-type: none"> • chain of command • code of conduct • conflict of interest • disputes and complaint resolution • professional practice.
<p><i>Legislative, regulatory and professional codes of practice</i> may include:</p>	<ul style="list-style-type: none"> • local regulations • privacy and other relevant commonwealth, state and territory legislation • professional or occupational codes of conduct relevant to job role.
<p><i>Organisation's social, business and ethical standards</i> may include:</p>	<ul style="list-style-type: none"> • client management practices and principles • customer charter • organisational guidelines • professional codes of practice, in particular ethics and confidentiality.
<p><i>Confidentiality</i> may include:</p>	<ul style="list-style-type: none"> • requirements under relevant legislation, such as privacy • standards described by the organisation's policies and procedures.
<p><i>Interpersonal styles and methods</i> may include:</p>	<ul style="list-style-type: none"> • educate and inform • negotiate and persuade • seek input from internal and external sources and use this input to develop and refine ideas and approaches • treat people with integrity, respect and empathy • use methods appropriate to the business or organisational audience to communicate ideas and information, taking into account social and cultural diversity • use soft sell and hard sell techniques.
<p><i>Business and professional networks</i></p>	<ul style="list-style-type: none"> • award ceremonies • charity functions

RANGE STATEMENT	
may include:	<ul style="list-style-type: none"> • networking events • professional associations • seminars and conferences • sports outings and special events • supplier events.
<i>Other professionals and third parties</i> may include:	<ul style="list-style-type: none"> • accounting and taxation professionals • company directors and managers • consumer protection authorities • government departments and agencies • legal professionals • licensing authorities • management and other relevant associations • professional associations • real estate professionals.
<i>Referral business</i> may include:	<ul style="list-style-type: none"> • developed networks • friends and relatives • government representatives • own organisation's internal call-in or referral method • past clients or customers • professional associations • recommendations and referrals from other professionals or organisations • recommendations from clients or customers.
<i>Appropriate communication channels</i> may include:	<ul style="list-style-type: none"> • advertisements • cold calls • community events • face-to-face • mail drops • mobile telephone based communication • newsletters • office events • phone, email and other electronic technology • seminars • web-based social networking.
<i>Designated individual</i> may include:	<ul style="list-style-type: none"> • colleague in other division or work group • recognised expert • specialist personnel • supervisor.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Communication - interpersonal communication
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Co-requisite units

Co-requisite units		