



Australian Government

Department of Education, Employment and Workplace Relations

BSBEMS401B Develop and implement business development strategies to expand client base

Release: 1

BSBEMS401B Develop and implement business development strategies to expand client base

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to develop and implement prospecting strategies to expand the client base of organisations or enterprises seeking to employ individuals. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	This unit applies to individuals working in either a public or private employment services agency to expand the organisation's client base as a senior consultant or manager.
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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 strategies to identify potential clients	1.1.Undertake research to identify potential <i>clients</i> 1.2.Develop <i>marketing</i> and <i>promotional plans</i> to target potential clients 1.3.Use <i>prospecting methods</i> to target potential clients 1.4.Review and evaluate strategies for effectiveness
2. Initiate relationship with potential clients	2.1.Develop <i>communication strategies</i> to effectively liaise with potential clients 2.2.Identify and analyse client business requirements 2.3.Discuss and negotiate client business requirements 2.4.Prepare a tender and proposal to meet negotiated client business requirements 2.5.Present organisation's proposal to the client
3. Manage client relationship	3.1.Make follow-up contact with the client 3.2.Negotiate business requirements to ensure client satisfaction with the service to be provided 3.3.Adapt proposal to client as required 3.4.Develop contract with client
4. Utilise networks to expand client base	4.1.Review and assess established <i>networks</i> for effectiveness in assisting to identify potential clients 4.2.Use appropriate communication strategies to utilise networks to identify potential clients 4.3.Use networks to identify and build relationships with potential clients 4.4.Identify benefits of networks and other relationships in expanding the client base

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

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- communication skills to establish and maintain effective business relationships with potential and current clients
- consultative and negotiation skills to persuade clients to use the services provided by the organisation
- culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- presentation skills to promote organisation's services to potential and current clients
- sales and marketing skills to promote organisation's services and to generate leads.

Required knowledge

- economic, social and industry trends affecting employment levels
- key provisions of relevant legislation from all forms of government that affects business operations, codes of practice and national standards, such as:
 - occupational health and safety (OHS)
 - equal employment opportunity (EEO)
 - racial discrimination
 - industrial relations
 - privacy laws
 - freedom of information legislation
 - disability discrimination legislation
- methods to attract new clients
- principles of equal opportunity, equity, diversity and anti-discrimination
- range of organisational products and services
- relevant state/territory and federal industrial relations systems.

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"> • strategies developed for gaining new clients • establishment and maintenance of relationships with clients • expansion of client base using client network/s • knowledge of relevant legislation.
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 • examples of workplace documents used in employment services agencies.
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"> • 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 to potential or existing clients • oral or written questioning • review of marketing and promotional plans developed to target potential clients • review of communication strategies developed to effectively liaise with potential clients.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p> <ul style="list-style-type: none"> • other workforce development units.

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>	
<i>Clients</i> may include:	<ul style="list-style-type: none"> • organisations or enterprises seeking to employ individuals through an employment services agency
<i>Marketing plans</i> may include:	<ul style="list-style-type: none"> • business-to-business marketing • direct marketing • ideas marketing • marketing of goods • services marketing • telemarketing
<i>Promotion plans</i> may include:	<ul style="list-style-type: none"> • impersonal promotion such as advertising and sales promotion • personal promotion such as face-to-face selling
<i>Prospecting methods</i> may include:	<ul style="list-style-type: none"> • brokers • cold canvassing • direct mail • internet and databases • intra-organisation leads and referrals • media advertising and telemarketing • networks • newspapers, journals and magazines • spotters and brokers
<i>Communication strategies</i> may include:	<ul style="list-style-type: none"> • electronic • face-to-face • telephone • written
<i>Networks</i> may include:	<ul style="list-style-type: none"> • business • formal • groups • informal • organisations • personal • professional

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Workforce Development - Recruitment and Employment Services
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Co-requisite units

Co-requisite units		