



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM5029A Manage client relationships and networks in the property industry

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to maintain positive business relationships and active professional networks in the property industry. It requires the ability to share and promote professional experiences within a network and use interpersonal skills to build trust and improve client relationships.

The unit may form part of the licensing requirements for persons working in the property industry, including in the real estate, business broking, stock and station agency and property operations and development sectors, in those States and Territories where these are regulated activities.

Application of the Unit

Application of the unit

This unit of competency supports the work of those involved in maintaining business relationships and professional networks.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Identify relationship and network requirements.	<p>1.1 <i>Relationships and networks</i> required to achieve <i>business goals and objectives</i> are systematically identified.</p> <p>1.2 <i>Consultative processes</i> are used to identify and verify relationship and network requirements according to <i>organisational requirements</i>.</p> <p>1.3 <i>Business equipment and technology</i> are used to organise and maintain information for easy access and retrieval according to organisational and <i>legislative requirements</i>.</p> <p>1.4 Strategies are developed to obtain ongoing <i>feedback</i> to maintain and improve client relationships.</p>
2 Establish and maintain client relationships.	<p>2.1 Communication methods are adapted to meet client-preferred communication style.</p> <p>2.2 Client preferences, needs and expectations are confirmed and clarified using appropriate <i>communication</i> techniques.</p> <p>2.3 Clear and constructive client advice is provided, detailing service provision outcomes, current needs and future options.</p> <p>2.4 Feedback from clients and colleagues is used to assess quality of own performance and identify areas for improvement.</p>
3 Participate and influence business networks.	<p>3.1 Professional networks and relevant business relationships are maintained to provide identifiable benefits for clients and the organisation.</p> <p>3.2 Interactions with network members reflect sensitivity to social and cultural differences and individual needs.</p> <p>3.3 Appropriate <i>negotiation skills</i> are used to promote and encourage participation in a supportive environment for network members.</p> <p>3.4 <i>Future support</i> and service requirements for network members are identified and addressed in consultation with relevant people.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

REQUIRED SKILLS AND KNOWLEDGE

Required skills:

- communication skills to give and receive feedback, maintain effective relationships and manage conflict
- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- evaluation skills to assess benefits of networking and evaluate own work relationships systematically in order to identify new networking opportunities
- interpersonal skills to participate in industry events and activities, build professional relationships and relate to people from a range of social, cultural and ethnic backgrounds and varying physical and mental abilities
- leadership skills to gain trust and confidence of clients and colleagues
- negotiation skills to achieve mutually acceptable outcomes and promote a supportive networking environment
- organisational skills to create a database of relevant networks and prioritise networking opportunities.

Required knowledge and understanding:

- knowledge of related organisations, agencies and networks
- marketing and promotion techniques applicable to the service or organisation
- organisational policies, plans and procedures
- planning bodies and lines of contact
- principles and operations of networks
- principles of effective communication, including listening, questioning and non-verbal communication
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchise and business structures
 - industrial relations
 - OHS
 - privacy
 - property sales, leasing and management
- techniques for building relationships of trust, including with people from different cultures.

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, the range statement and the Assessment Guidelines for this Training Package.

Overview of assessment

This unit of competency could be assessed through practical demonstration of maintaining positive business relationships and active professional networks. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

A person who demonstrates competency in this unit must be able to provide evidence of:

- developing and implementing feedback strategies to obtain information from relevant people on ways to improve relationships and delivery of client services
- identifying networking requirements through consultation with clients and colleagues
- knowledge of organisation's practices, ethical standards and legislative requirements associated with maintaining positive business relationships and active professional networks
- maintaining up-to-date computer databases of relevant contacts and associated information
- promoting and participating in networks and providing support to network members
- selecting appropriate methods and adapting communication styles when communicating with clients.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable simulated or real opportunities and resources to demonstrate competence
- assessment instruments that may include personal planner and assessment record book
- access to a registered provider of assessment services.

Where applicable, physical resources should include

equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.

Validity and sufficiency of evidence require that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice with a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence
- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based activity and must include evidence relating to each of the elements in this unit.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may affect responses to the questions, and will reflect the requirements of the competency and the work being performed.

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 in the performance criteria is detailed below. Add any 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.

Relationships and networks may include:

- committees, including advisory committees
- government agencies
- internal and external clients
- lobby groups
- local inter-agency groups
- other organisations
- professional and occupational associations
- project-specific ad hoc consultative or reference groups
- specific interest or support groups
- suppliers
- work teams.

Business goals and objectives may:

- be stated or implied by the way the organisation conducts its business, including:
 - flexibility, responsiveness and financial performance
 - organisational values and behaviours
 - people management and interpersonal communication
 - work procedures
 - procedures manuals
- relate to business planning, marketing and customer service.

Consultative processes may include:

- face-to-face meetings
- telephone, facsimile and written communication.

Organisational requirements may be outlined and reflected in:

- access and equity principles and practice guidelines
- business and performance plans
- complaint and dispute resolution procedures
- goals, objectives, plans, systems and processes
- legal and ethical requirements and codes of practice
- mission statements and strategic plans

- OHS policies, procedures and programs
- policies and procedures in relation to client service
- quality and continuous improvement processes and standards
- quality assurance and procedure manuals.

Business equipment and technology may include:

- computers
- data storage devices
- email
- facsimile machines
- internet, extranet and intranet
- photocopiers
- printers
- scanners
- software applications, such as databases and word applications.

Legislative requirements may be outlined and reflected in:

- Australian standards
- general duty of care to clients
- home building requirements
- privacy requirements
- relevant federal, and state or territory legislation that affects organisational operation, including:
 - anti-discrimination and diversity
 - environmental issues
 - EEO
 - industrial relations
 - OHS
- relevant industry codes of practice covering the market sector and industry, financial transactions, taxation, environment, construction, land use, native title, zoning, utilities use (water, gas and electricity), and contract or common law
- strata, community and company titles
- tenancy agreements
- trade practices laws and guidelines.

Feedback may be sought from:

- clients and colleagues
- formal and informal performance appraisals
- questionnaires
- regular meetings
- workplace assessment.

Communication techniques may include:

- active listening
- culturally inclusive and sensitive engagement techniques
- questioning to clarify and confirm understanding
- seeking feedback
- two-way interaction
- using language and concepts appropriate to cultural differences

Negotiation skills may include:

- verbal or non-verbal language.
- collaboration
- confidence building
- conflict reduction
- empathising
- solution designing
- stress management.

Future support may relate to:

- association memberships
- conference participation
- distribution of materials
- individual marketing
- maintaining regular contact
- seminar attendance.

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Property operations and development