



Australian Government

BSBCMM501 Develop and nurture relationships

Release: 1

BSBCMM501 Develop and nurture relationships

Modification History

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

Application

This unit describes the skills and knowledge required to develop, nurture and maintain various networks and relationships with client, customers and colleagues in order to promote the organisation, to improve business practices and to find and secure new business relationships.

It applies to individuals who use communication and networking skills to develop and consolidate relationships with people in a range of sectors.

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

Unit Sector

Communication – interpersonal communication

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Develop professional relationships	1.1 Conduct dealings with clients, professionals, and other third parties professionally and in accordance with the organisation's policies and procedures and legislative, regulatory and professional codes of practice 1.2 Comply with organisation's social, business and ethical standards to develop and maintain positive relationships 1.3 Deal with colleagues, clients and other parties in a competent manner and with regard to confidentiality 1.4 Adjust interpersonal styles and methods to the needs and situations of other parties
2 Build and maintain	2.1 Develop and maintain business and professional networks and

ELEMENT	PERFORMANCE CRITERIA
business networks and relationships	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 other professionals and third parties 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 referral business through appropriate communication channels 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 designated individuals with a view to nurturing ongoing business relationships

Foundation Skills

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

Skill	Performance Criteria	Description
Reading	1.1, 1.2, 2.2, 3.1, 3.2	- Identifies, analyses and evaluates complex texts to determine, legislative, regulatory and organisational requirements - Analyses and evaluates information from a range of sources to support the development/maintenance of networks and relationships
Writing	3.1, 3.2, 3.3	Develops materials that convey ideas and information to target audience in order to promote the organisation
Oral communication	1.1, 1.3, 1.4, 2.3, 3.1, 3.2, 3.3	- Presents information using words and non-verbal features appropriate to the audience and context - Uses listening and questioning techniques to gather information or confirm understanding
Navigate the world of work	1.1-1.3	Takes full responsibility for following policies, procedures, ethical standards and legislative requirements

Interact with others	1.1-1.4, 2.1-2.3, 3.1, 3.3	• Implements strategies to build rapport and nurture relationships with diverse individuals • Understands the importance of building formal and informal networks within and beyond immediate work context • Selects the appropriate form, channel and mode of communication to maximise building relationships
Get the work done	2.1-2.3, 3.1-3.3	• Develops and implements plans which aim to develop new relationships and maintaining existing relationships

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCMM501 Develop and nurture relationships	BSBCMM501A Develop and nurture relationships	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBCMM501 Develop and nurture relationships

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Performance Evidence

Evidence of the ability to:

- communicate with others in accordance with organisational and legislative requirements
- use business and professional networks to benefit the organisation
- use available communication channels to identify new business relationships
- follow up on opportunities to build and develop ongoing business relationships.

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:

- briefly summarise the relevant legislation, regulations and codes of practice
- explain the relevance of an organisation's social, business or ethical standards to the development of professional relationships
- explain the interpersonal and communication skills needed to build and maintain business relationships
- list and describe communication channels that could be used to find and secure new business relationships
- identify sources of information about relevant associations, conferences and other relationship building opportunities.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced by individuals using interpersonal communication skills in the workplace and include access to:

- organisational policies and procedures
- organisation's social, business and ethical standards

- relevant legislation, regulations and professional codes of practice
- office equipment and resources
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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