



Australian Government

BSBEMS401 Develop and implement business development strategies to expand client base

Release: 1

BSBEMS401 Develop and implement business development strategies to expand client base

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 and implement prospecting strategies to expand the client base of organisations or enterprises seeking to employ individuals.

It applies to individuals working in support roles in either a public or private employment services agency.

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

Unit Sector

Workforce Development – Recruitment and Employment Services

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 strategies to identify potential clients	1.1 Undertake research to identify potential clients 1.2 Develop marketing and promotional plans to target potential clients 1.3 Use prospecting methods to target potential clients 1.4 Review and evaluate strategies for effectiveness
2 Initiate relationships with potential clients	2.1 Develop communication strategies to effectively liaise with potential clients 2.2 Identify and analyse client business and legislative

ELEMENT	PERFORMANCE CRITERIA
	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 networks 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

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, 1.4, 2.2, 4.1	Identifies and analyses information from a range of sources to identify potential clients and their requirements
Writing	1.2, 1.4, 2.1, 2.2, 2.4, 3.3, 3.4	Produces and amends documents in required formats using appropriate business language
Oral Communication	1.3, 2.3, 2.5, 3.1, 3.2, 3.4, 4.2	- Present ideas or persuasive arguments using vocabulary and non-verbal features appropriate to the audience - Asks questions and listens carefully to gather, interpret

		or evaluate information
Navigate the world of work	2.2	Applies workplace protocols, legislation or regulations relevant to own responsibilities
Interact with others	1.3, 2.3, 2.5, 3.1, 3.2, 3.4, 4.2-4.4	- Selects and uses appropriate conventions and protocols when communicating with others - Participates in conversations relevant to role responding, explaining, negotiating and persuading as required - Actively seeks to establish and maintain effective business relationships with potential and current clients
Get the work done	1.1, 1.2, 1.4, 2.1	- Takes responsibility for planning and implementing tasks for efficient and effective outcomes - Uses systematic, analytical processes to evaluate information and make decisions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBEMS401 Develop and implement business development strategies to expand client base	BSBEMS401B Develop and implement business development strategies to expand client base	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 BSBEMS401 Develop and implement business development strategies to expand client base

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Performance Evidence

Evidence of the ability to:

- develop and implement at least one documented plan for gaining new clients
- document communication strategies to develop and maintain client relationships
- demonstrate techniques to expand a client base using client network/s.

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:

- outline the key provisions of relevant legislation, regulations, standards and codes of practice that affect business development strategies
- describe recruitment methods used to attract new clients
- identify the range of organisational products and services supplied by employment agencies.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the workforce development – recruitment and employment services field of work and include access to:

- office equipment and resources
- examples of workplace documents used in employment services agencies.

Assessors must satisfy NVR/AQTF assessor requirements.

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