



Australian Government

BSBREL403 Implement international client relationship strategies

Release: 1

BSBREL403 Implement international client relationship strategies

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 implement a defined organisational strategy for developing international client relationships, marketing plans and marketing strategies for specified international target market.

It applies to individuals working with minimal supervision but with the support and assistance of a more senior person within the organisation.

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

Unit Sector

Business Development – International Business

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. Implement culturally appropriate interpersonal communication with clients	1.1 Seek advice on culturally appropriate interpersonal communication styles to use with international clients 1.2 Use culturally appropriate interpersonal communication styles with international clients 1.3 Seek feedback on appropriateness of communication style 1.4 Make changes to communication style as a result of feedback
2. Implement client relationship strategy	2.1 Seek clarification of details of the existing organisational client relationship strategy as required 2.2 Determine processes and practices to implement the client

ELEMENT	PERFORMANCE CRITERIA
	relationship strategy with international clients 2.3 Implement the client relationship strategy with international clients 2.4 Identify issues and problems arising in implementing the client relationship strategy with international clients and take actions to address these issues
3. Monitor and improve client relationship strategy	3.1 Maintain records of client interactions according to organisational procedures 3.2 Seek feedback on quality and effectiveness of interactions with international clients 3.3 Identify and receive feedback on areas of improvement in international client interactions from monitoring processes 3.4 Make suggestions for changes in the organisation's client interaction strategy to relevant personnel 3.5 Implement areas of improvement to processes and practices associated with the client relationship strategy 3.6 Monitor changes made to processes and practices associated with the client relationship strategy for quality and effectiveness of interactions with international clients

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	2.1, 2.2, 2.3, 3.1	Integrates information and ideas from a range of sources and critically analyses data to determine and maintain effective engagement methods and strategies
Writing	1.1, 1.2, 1.3, 2.1-2.4, 3.1-3.5	- Requests information using clear and detailed language in a format appropriate to audience and purpose - Records details accurately, using industry-specific language in format required by the organisation
Oral Communication	1.1-1.4, 2.1, 2.3, 2.4, 3.1-3.4	- Engages with others using culturally appropriate language and non-verbal features - Uses active listening and questioning techniques to

		confirm understanding
Navigate the world of work	2.1, 2.4, 3.1, 3.4	- Understands own role in contributing to organisational strategic direction - Complies with organisational policies and objectives
Interact with others	1.1, 1.3, 2.1, 2.4, 3.2, 3.3, 3.4	- Uses a range of strategies to establish a sense of connection and build rapport with others - Identifies and explores differences in a diverse range of people in the work context and makes adjustments to communication in recognition of these differences
Get the work done	1.1, 1.3, 1.4, 2.1-2.4, 3.1-3.6	- Takes responsibility for planning, sequencing and prioritising tasks for efficient and effective outcomes - Uses analytical processes to identify problems, gather relevant information, evaluate options and determine solutions

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBREL403 Implement international client relationship strategies	BSBREL403A Implement international client relationship strategies	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 BSBREL403 Implement international client relationship strategies

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Performance Evidence

Evidence of the ability to:

- demonstrate and use culturally appropriate communication styles across a range of clients
- demonstrate client interactions are in line with relationship strategy and contribute to business performance
- complete monitoring performance to make improvements to processes and practices
- demonstrate knowledge of cultural awareness relevant to international clients.

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:

- identify and overview the knowledge of key provisions of relevant legislation that affects business operations, codes of practice and national standards
- explain cultural awareness relevant to international clients
- describe the application of an organisational client relationship strategy.

Assessment Conditions

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

- office equipment
- resources
- relevant workplace documents
- feedback from clients.

Assessors must satisfy NVR/AQTF assessor requirements.

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