



**Australian Government**

# **BSBREL501 Build international client relationships**

**Release: 1**

## BSBREL501 Build international client 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 build effective international client relationships including analysing, identifying and applying culturally appropriate communication strategies.

It applies to individuals with managerial responsibility including planning, implementing and evaluating their own work and/or the work of a team.

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. Build interpersonal communication strategies  | 1.1 Establish database of international clients applying relevant fields<br>1.2 Establish and note preferred mode of communication for international clients<br>1.3 Take into account the influence of geographic separation in establishing preferred mode of communication with international clients<br>1.4 Use a diary of communications with international clients to provide a reminder to facilitate regular contact with international clients<br>1.5 Establish a record-keeping strategy for communications with |

| ELEMENT                                                                              | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                      | international clients                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 2. Analyse and identify culturally appropriate communication strategies with clients | <p>2.1 Identify sources of information relating to culturally appropriate styles of communication for specific cultural groups among international clients</p> <p>2.2 Analyse and note, using available information sources, culturally appropriate styles of communication for specific cultural groups among international clients</p>                                                                                                                                                                                                                                                                                                                                                                                                        |
| 3. Apply culturally appropriate communication strategies with clients                | <p>3.1 Use preferred client communication styles and modes of communication with international clients</p> <p>3.2 Use culturally appropriate verbal and non-verbal communication processes to establish rapport with international clients</p> <p>3.3 Use active listening to establish rapport with international clients</p> <p>3.4 Investigate and act upon opportunities to offer positive feedback to clients</p> <p>3.5 Use open questions to promote two-way communication</p> <p>3.6 Identify and act upon potential barriers to effective communication with international clients taking into account cultural influences</p> <p>3.7 Ensure communication processes initiated identify client needs, preferences and expectations</p> |
| 4. Maintain and improve relationships with international clients                     | <p>4.1 Develop strategies to establish processes for obtaining ongoing feedback from international clients to monitor satisfaction levels using appropriate techniques</p> <p>4.2 Use strategies developed to elicit feedback to provide information in a form that can be used to improve relationships with international clients</p> <p>4.3 Use feedback obtained to develop and implement strategies to maintain and improve relationships with international clients</p> <p>4.4 Review the effectiveness of communication with international clients on a regular basis</p>                                                                                                                                                                |

## 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, 2.1, 2.2, 3.6              | <ul style="list-style-type: none"> <li>Researches and critically analyses information from a range of sources to interpret communication and support resource requirements</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                |
| Writing              | 1.1-1.5, 2.2, 3.1, 3.2, 4.1     | <ul style="list-style-type: none"> <li>Develops workplace material ensuring vocabulary, grammatical structures and conventions are appropriate for the target audience</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Oral Communication   | 3.2-3.6, 4.2                    | <ul style="list-style-type: none"> <li>Engages with others using culturally appropriate language and non-verbal features</li> <li>Uses active listening and open questioning techniques to confirm understanding</li> </ul>                                                                                                                                                                                                                                                                                                                                                                          |
| Interact with others | 1.2, 3.1-3.7, 4.2               | <ul style="list-style-type: none"> <li>Implements strategies for a diverse range of clients to build rapport and foster strong relationships</li> <li>Varies content, structure, style, tone and vocabulary to suit the needs of different audiences</li> </ul>                                                                                                                                                                                                                                                                                                                                      |
| Get the work done    | 1.1-1.5, 2.1, 2.2, 3.6, 4.1-4.4 | <ul style="list-style-type: none"> <li>Takes responsibility for planning, sequencing and prioritising tasks for efficient and effective outcomes</li> <li>Uses analytical processes to identify problems, gather relevant information, evaluate options and determine solutions</li> <li>Takes responsibility for the outcomes of routine decisions related directly to own role</li> <li>Evaluates outcomes to reflect on the ways in which communications in an international context can be improved</li> <li>Uses digital systems and tools to access, store and retrieve information</li> </ul> |

## Unit Mapping Information

| Code and title<br>current version                  | Code and title<br>previous version                  | Comments                                        | Equivalence status |
|----------------------------------------------------|-----------------------------------------------------|-------------------------------------------------|--------------------|
| BSBREL501 Build international client relationships | BSBREL501A Build international client 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 BSBREL501 Build international client relationships

## Modification History

| Release   | Comments                                                                             |
|-----------|--------------------------------------------------------------------------------------|
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## Performance Evidence

Evidence of the ability to:

- establish a database of clients and document a strategy for communicating with these clients
- build, maintain and improve relationships with international clients over time and keep a record of all communications
- analyse, identify and apply culturally appropriate communication strategies with international clients
- use feedback from international clients to review communication strategies.

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:

- explain the characteristics of specific cultural groups
- describe principles of communication theory, especially cross-cultural communication
- identify sources of information about relevant cultural groups
- explain some factors that contribute to culturally appropriate styles of communication
- explain common barriers to communication and how to address them
- outline processes for obtaining ongoing feedback from international clients.

## 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 and resources

- relevant workplace documents
- feedback from clients
- international business networks
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

## Links

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