



Australian Government

SIRXCEG005 Maintain business to business relationships

Release: 1

SIRXCEG005 Maintain business to business relationships

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop and maintain relationships with business customers by identifying customer needs and improving outcomes.

It applies to individuals working in customer service roles in a diverse range of wholesale businesses. They operate with independence and under limited supervision and guidance from others, and within established organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Customer Engagement

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Maintain contact with business customers.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Confirm relevant contact personnel for each business or account customer.
- 1.2. Document and maintain currency of contact details.
- 1.3. Participate in, and contribute to, team activities to provide services to business customers.
- 1.4. Identify and build external relationships to improve supply chain efficiency.
- 1.5. Maintain business customer contact according to organisational policies and procedures.

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| 2. Identify business customer needs. | 2.1. Confirm the mechanisms to identify business customer needs.
2.2. Consult relevant customer contacts to review their business needs.
2.3. Review current business and promotional activities, and determine future needs for individual customers.
2.4. Outline and confirm trading terms for specific business customers.
2.5. Confirm and apply organisational pricing policies and procedures.
2.6. Process information about business using the latest forecasts of current and future trends. |
| 3. Improve business customer outcomes and business relationships. | 3.1. Report, promote and advocate for the needs of business customers and end consumers within the organisation.
3.2. Identify and use quality assurance and compliance procedures to qualify and quantify business customer needs.
3.3. Identify and discuss ideas about improving sales service and performance with colleagues and customers
3.4. Ensure the standards of quality required to meet business customer service needs and expectations are met.
3.5. Recognise deficiencies in service provided to business customers and rectify to customer satisfaction in line with own level of responsibility.
3.6. Anticipate future needs of business customers and plan and document activities accordingly.
3.7. Provide regular, effective and targeted feedback to business customers regarding services and the value that is provided. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS

DESCRIPTION

Technology skills to:

- source information about current and future trends.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRXCEG005 Maintain business to business relationships

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- build sustainable relationships with two business customers, and for each customer:
 - identify specific needs
 - determine options to meet needs
 - select and use communication strategies suited to the customer
 - confirm trading terms according to organisational policies and procedures.
 - develop and document activities for improved customer outcomes and relationship.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- organisational policies and procedures for:
 - building relationships with business customers
 - pricing
- factors that impact business to business relationships
- interpersonal communication techniques that facilitate:
 - building sustainable relationships with business customers
 - consultation on needs
 - negotiation
 - presentation
- sources of information on:
 - product and supply arrangements for customers
 - current and future trends
- different types of promotional activities and their features in a business to business context
- factors that impact trading terms:
 - continuous improvement
 - due diligence requirements
 - infrastructure and capital outlay requirements
 - intellectual property and technology rights
 - market position

- organisational systems integration and compatibility
- planning cycles and timing
- risk sharing
- supply chain management
- agreed terms and conditions
- key aspects of legislation that impact sales work in a business-to-business context including Australian Consumer Law.

Assessment Conditions

Skills must be demonstrated in a services industry environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- sources of product information
- organisational policies and procedures for:
 - building relationships with business customers
 - pricing
- forecasts for current and future market trends
- business customers with different requirements; these can be:
 - individuals in an industry workplace, or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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