



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS004A Develop business to business relationships

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to enhance business relationships that will deliver wholesale businesses outcomes.
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Application of the Unit

Application of the unit	This unit reinforces ways to work with business customers to develop sustainable and beneficial business relationships, including recognising positive opportunities for other businesses, analysing competitors activities, implementing systems and strategies that support business partnerships, and integrating business relationships with business and strategic goals.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills

The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

- | | |
|---|--|
| 1 Work with other businesses to maximise their success. | 1.1 Detail the role of business to business relationships in market success.
1.2 Analyse business opportunities for other businesses.
1.3 Develop <i>strategies</i> for building business partnerships.
1.4 Measure and report success of business customers within working relationships (e.g. sales increase, market share).
1.5 Prepare <i>merchandise plans</i> for other businesses to enhance <i>brand</i> and product sales. |
| 2 Develop management systems that support business relationships. | 2.1 Confirm potential to build mutual <i>benefits</i> in short-term and long-term relationships.
2.2 Implement opportunities for parallel planning.
2.3 Construct <i>systems</i> that support relationships with business customers to offer an integrated service that promotes |

ELEMENT	PERFORMANCE CRITERIA
	mutual benefit.
	2.4 Consider specific <i>needs</i> of business partners when constructing wholesale <i>business plans</i> .
	2.5 Secure <i>opportunities to build business partnerships</i> .
3 Provide forecast information to other businesses.	3.1 Provide information to business customers to assist in building mutual business outcomes.
	3.2 Provide forecasts affecting business customer outcomes to partners in a timely manner according to <i>company policy</i> and <i>legislative requirements</i> .
4 Improve business and customer outcomes.	4.1 Promote a focus on business customers and end consumers through internal management systems and practices.
	4.2 Establish quality assurance and compliance procedures to qualify and quantify business customer needs (businesses that may be suppliers, distributors, consumers, etc.).
	4.3 Guide standards of quality by judgements on business customer service needs and expectations.
	4.4 Anticipate future business customer needs and factor into management activities.
5 Expand business relationships.	5.1 Scan external environment to determine likely trends and changes affecting <i>business relationships and management systems</i> .
	5.2 Evaluate competitor activities and determine significant impact on business relationships.
	5.3 Evaluate <i>information on forecasts and competitor activities</i> likely to affect business relationships.
	5.4 Devise actions in response to significant changes that affect business relationships and management systems.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- analysing, evaluating, forecasting and modelling
- time management
- interpersonal communication skills, including:
 - consultation
 - building relationships with business customers
 - presentation
- literacy and numerical skills in regard to:
 - documenting plans and decisions
 - reading and interpreting information
 - assisting customer businesses to prepare enhanced comparative brand, market and sales positions
 - financial and budget planning.

The following knowledge must be assessed as part of this unit:

- use and maintenance of standard business technology
- configuration of management systems
- planning techniques
- features and advantages of a secure business relationship
- elements that make a successful business partnership or relationship
- internal and external management systems
- quality concepts and practices
- internal and external operating environment
- dealing with internal and external groups and teams
- information sources on product and supply arrangements for customers
- business policy and procedures affecting job role or function
- competitor activity
- OHS aspects of job
- relevant legislation.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- documentary evidence of consultative and liaison processes with business partners
- development of sustainable and beneficial business relationships
- integration of business relationships with business and strategic goals and targets
- integration of business plans and targets between business partners
- systems developed to manage and monitor business relationships
- feedback and communication systems used to source business and customer satisfaction with business partnerships or relationships
- anticipation of and responsiveness to changes affecting business relationships.

Context of and specific resources for assessment

Assessment must ensure access to:

- a workplace sales environment
- relevant documentation, such as:
 - business policy and procedures
 - information on the internal and external operating environment
- a range of business customers with different requirements.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- review of portfolios of evidence
- written or verbal questioning to assess knowledge and understanding.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Development of ***strategies*** may include:

- consultation with key stakeholders
- budget allocation
- procurement processes
- approval processes
- drawing up of contractual arrangements.

RANGE STATEMENT

Merchandise plans may include provision of:

- posters and banners
- invitations and brochures
- news and magazine advertisements
- point-of-sale units
- interior and exterior signage
- display point props
- merchandising manual.

Brand may encompass:

- product brands
- company brands
- supplier brands
- registered trade marks
- registered brands
- intellectual property.

Benefits sold to a business partner may include:

- market share
- price
- quality
- volume of sales
- presentation or merchandising of the product
- associated sales
- associated promotions
- promotional tie-ins or co-location.

Systems may include:

- strategic relationships
- value-add activities
- supply chain efficiency
- distribution agreements
- information systems
- data sharing and exchange
- personnel training.

RANGE STATEMENT

Needs may include

- functions
- products
- philosophies
- practices
- strategies
- values and approach.

Business plans may include:

- sales
- marketing
- strategic
- business
- purchasing and procurement
- disposal
- human resources
- public relations
- contingency
- risk management
- environmental.

Opportunities to build business partnerships may include:

- participating in forums
- participating in industry training
- attending workshops
- becoming a member of a network.

Company policy regarding:

- sale of products and services
- information and communications management
- client relationship management
- quality assurance and compliance procedures.

Legislative requirements may include:

- Trade Practices Act
- environmental protection legislation
- OHS requirements
- transport, storage and handling of goods
- pricing procedures, including GST requirements
- privacy laws
- sale of second-hand goods.

RANGE STATEMENT

Business relationships and management systems may be influenced by:

- due diligence requirements
- value for money
- risk sharing
- market position
- planning cycles and timing
- cost and price analysis
- terms and conditions agreed
- intellectual property and technology rights
- value management
- continuous improvement
- supply chain management
- infrastructural and capital outlay requirements
- organisational systems integration and compatibility.

Information on forecasts and competitor activities may be collected by:

- database or internet searches
- modelling
- telephone
- fax
- mail
- verbal meetings.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Client and Customer Service