



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS006A Maintain 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 develop and maintain enduring relationships with business customers, focusing on identification of customer needs.
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Application of the Unit

Application of the unit	This unit requires sales team members to identify key customer contacts, and service-specific customer needs and confirm trading terms with customer contacts to build and maintain sustainable relationships with business customers.
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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 Develop techniques to maintain close contact with business customers. | 1.1 Confirm <i>relevant contact personnel</i> at each business or account customer.
1.2 Participate and contribute to <i>team</i> efforts to service business customers.
1.3 Build external relationships to improve supply chain efficiency, including product or service supply, account management, product management, supply arrangements, distribution systems, information and communication.
1.4 Maintain business customer contact consistent with <i>business policy and procedures</i> . |
| 2 Identify business customer needs. | 2.1 Confirm means to <i>identify</i> business customer needs.
2.2 Consult relevant customer contacts to review business needs.
2.3 Analyse current business and <i>promotional activities</i> and |

ELEMENT**PERFORMANCE CRITERIA**

determine future directions.

2.4 Outline and confirm ***trading terms*** for specific customers.

2.5 Confirm pricing policy and procedures.

2.6 Process business reviews using latest forecasts of current and future trends.

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:

- identify and maintain key contact personnel at customer businesses
- contribute to team service to specific customers
- confirm trading terms, pricing policies and other relevant procedures to customers
- process business forecasts for implementation
- interpersonal skills
- review business needs and basic forecasts
- collect and organise information
- effective use of technology
- literacy skills to read, analyse and interpret a range of business policy and procedures documents and research information
- flexibility when communicating within teams, and responding to customers.

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

- prioritising work schedule
- business policy and procedures for building relationships with business customers
- pricing policies
- trading terms
- information sources on product and supply arrangements for customers
- OHS aspects of job
- relevant consumer law, commercial law and 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 Evidence of the following is essential:

EVIDENCE GUIDE

demonstrate competency in this unit

- builds sustainable relationships with business customers that deliver agreed business outcomes
- identifies key contact personnel for businesses with a given territory or customer account
- describes and utilises a range of means to accurately identify specific needs of business customers
- confirms trading terms for customers according to business policy and procedures

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail or wholesale work environment
- relevant sources of product information
- relevant documentation, such as policy and procedures manuals
- forecasts for current and future market trends
- a range of business customers with different requirements
- an appropriate range of products or services
- customer information.

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
- 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.

EVIDENCE GUIDE

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.

Relevant contact personnel may include:

- new or repeat contacts
- internal and external contacts
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

Team members may include:

- full-time, part-time, casual or contract staff
- people with varying degrees of language and literacy
- people from a range of cultural, social and ethnic backgrounds
- people with a range of responsibilities and job descriptions.

RANGE STATEMENT

Business policy and procedures in relation to:

- sale and distribution of products and services
- interaction with customers
- client relationship management
- pricing arrangements
- trading terms.

Methods to ***identify*** business customer needs may include:

- verbal or non-verbal communication with:
 - customer contacts
 - staff
 - supervisors and management
 - suppliers
- observation
- appropriate questioning and active listening
- review of sales records.

Promotional activities may include:

- internal and external activities
- corporate or locally based activities
- dealing with advertising agencies and consultants
- advertising
- catalogues
- newspapers
- posters
- radio or TV
- suppliers
- internet
- website.

Trading terms may be influenced by:

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

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Client and Customer Service