



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS407 Develop business to business relationship

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	This is a revised unit, based on and equivalent to SIRXCCS004A Develop business to business relationships.

Unit Descriptor

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

This unit covers ways to work with business customers to develop sustainable and beneficial business relationships, including recognising positive opportunities for other businesses, analysing competitor's activities, implementing systems and strategies that support business partnerships, and integrating business relationships with business and strategic goals.

Application of the Unit

This unit applies to senior salespeople and supervisors who analyse competitor's activities and implement systems and strategic goals to develop sustainable and beneficial business relationships and opportunities.

Licensing/Regulatory Information

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

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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 strategies for building business partnerships in line with standard organisational policies and procedures. 1.4.Measure and report benefits of business relationship to customers and potential customers. 1.5.Prepare merchandise plans for other businesses to enhance brand and product sales.
2. Develop management systems that support business relationships.	2.1.Confirm potential to build mutual benefits in short-term and long-term relationships. 2.2.Implement opportunities for parallel planning between the organisation and the customer's business. 2.3.Construct systems that support relationships with business customers to offer an integrated service that promotes mutual benefit. 2.4.Consider specific needs of business partners when constructing business plans . 2.5.Secure opportunities to build business partnerships in line with standard organisational policies and procedures.
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 company policy and legislative requirements .
4. Improve business and customer outcomes.	4.1.Report and promote a focus on business customers and end consumers through internal management systems and practices. 4.2.Establish and use quality assurance and compliance procedures to qualify and quantify business customer needs. 4.3.Use judgement to guide the standards of quality required to meet 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 ***business relationships and management systems***.
 - 5.2. Evaluate competitor activities and determine significant impact on business relationships.
 - 5.3. Evaluate ***information on forecasts and competitor activities*** likely to affect business relationships.
 - 5.4. Devise actions in response to significant changes that affect business relationships and management systems in line with organisational policies and procedures.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to:
 - communicate information and advice to customers
 - consult and build relationships with business customers
 - make presentations
- literacy and numeracy skills to:
 - analyse, evaluate, forecast and model
 - assist customer businesses to prepare enhanced comparative brand, market and sales positions
 - develop reports
 - document plans and decisions
 - read and interpret information
 - undertake financial and budget planning
- initiative and enterprise skills to apply quality processes
- planning skills to:
 - analyse competitors
 - develop business systems and processes
 - evaluate processes
 - research external environment
- time management skills to devise actions in response to significant changes

Required knowledge

- business policy and procedures affecting job role or function
- competitor activity
- configuration of management systems
- elements that make a successful business partnership or relationship
- features and advantages of a secure business relationship
- information sources on product and supply arrangements for customers
- internal and external management systems
- internal and external operating environment
- work health and safety (WHS) aspects of job
- planning techniques
- procedures for the use and maintenance of standard business technology
- quality concepts and practices
- relevant legislation relating to developing business-to-business relationships
- techniques for communicating with internal and external groups and teams

Evidence Guide

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

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

Evidence of the following is essential:

- products documentary evidence of consultative and liaison processes with business partners
- develops sustainable and beneficial business relationships
- integrates business relationships with business and strategic goals and targets
- integrates business plans and targets between business partners
- develops systems to manage and monitor business relationships
- uses feedback and communication systems to source business and customer satisfaction with business partnerships or relationships
- anticipates and responds to changes affecting business relationships.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail work 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.

Method 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.

Guidance information for assessment

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

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individuals' accessibility of the item, and local industry and regional contexts) may also be included.

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

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

Benefits of business relationship for customer may include:

- access to associated promotions
- access to promotional tie-ins or co-location
- competitive pricing
- increase in volume of sales
- increase in associated sales
- increased market share
- presentation or merchandising of the product
- quality of goods and service.

Merchandise plans may include provision of:

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

Brand may encompass:

- company brands
- intellectual property
- product brands
- registered brands
- registered trademarks
- supplier brands.

Benefits sold to a business partner may include:

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

- Systems** may include:
- data sharing and exchange
 - distribution agreements
 - information systems
 - personnel training
 - strategic relationships
 - supply chain efficiency
 - value-add activities.
- Needs** may include:
- functions
 - philosophies
 - practices
 - products
 - strategies
 - values and approach.
- Business plans** may include:
- business
 - contingency
 - disposal
 - environmental
 - human resources
 - marketing
 - public relations
 - purchasing and procurement
 - risk management
 - sales
 - strategic.
- Opportunities to build business partnerships** may include:
- attending workshops
 - becoming a member of a network
 - participating in forums
 - participating in industry training.
- Company policy** regarding:
- client relationship management
 - information and communications management
 - quality assurance and compliance procedures
 - sale of products and services.
- Legislative requirements** may include:
- environmental protection legislation
 - WHS requirements
 - pricing procedures, including GST requirements
 - privacy laws
 - sale of second-hand goods
 - Australian consumer law
 - transport, storage and handling of goods.
- Business** may include:
- consumers
 - distributors

Business relationships and management systems

may be influenced by:

- suppliers.
- continuous improvement
- cost and price analysis
- due diligence requirements
- infrastructural 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
- terms and conditions agreed
- value for money
- value management.
- database or internet searches
- market modelling
- mystery shopping
- telephone
- verbal meetings.

Information on forecasts and competitor activities
may be collected by research using:

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service