



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRXCCS509 Manage business customers**

**Release: 1**

## SIRXCCS509 Manage business customers

### 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 SIRXCCS005A Manage business customers. |

### Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to manage contracts, reinforce trading terms, and negotiate deals with business customers.

The unit covers ways to negotiate and finalise legally binding contractual agreements with a range of business customers, according to company policy and legislative requirements, to meet business targets and strategic outcomes.

### Application of the Unit

This unit applies to senior sales personnel who negotiate contractual arrangements with customers to meet business outcomes and strategic goals.

### 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. Negotiate deals.                                               | <p>1.1. Establish special deals, according to <b><i>business policy and procedures</i></b>.</p> <p>1.2. Negotiate and complete deals, according to business policy and procedures.</p> <p>1.3. Determine supporting <b><i>promotional and merchandising activities</i></b>.</p> <p>1.4. Negotiate optimal <b><i>sales and distribution arrangements</i></b> with customer prior to completion of deals according to standard organisational policies and procedures.</p> <p>1.5. Approve special deals falling outside company policy and procedures according to business guidelines.</p> <p>1.6. Negotiate and confirm <b><i>supply arrangements</i></b> for goods of services under special deals prior to completion of deals in line with standard organisational policies and procedures.</p> <p>1.7. Ensure deals conform to business performance and marketing objectives.</p> <p>1.8. Ensure deals are legally valid and binding.</p> |
| 2. Manage trading terms.                                          | <p>2.1. Negotiate and confirm trading terms for product and services in line with standard organisational policies and procedures.</p> <p>2.2. Establish procedures and policies to approve new or amended trading terms.</p> <p>2.3. Communicate trading terms to internal and external personnel according to legislative and business procedures.</p> <p>2.4. Confirm procedures and policies for processing breaches of trading terms and communicate to <b><i>relevant staff</i></b>.</p> <p>2.5. Establish processes for reviewing trading terms.</p> <p>2.6. Establish policy and procedures for managing trading terms to achieve business and customer service objectives.</p>                                                                                                                                                                                                                                                        |
| 3. Manage business contracts.                                     | <p>3.1. <b><i>Negotiate</i></b> and confirm contractual obligations and terms with <b><i>business customers</i></b> in line with standard organisational policies and procedures.</p> <p>3.2. Seek <b><i>expert advice</i></b> regarding the framing of contracts as</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

**ELEMENT****PERFORMANCE CRITERIA**

required and in line with standard organisational policies and procedures.

3.3. Apply established terms and conditions of ***contractual arrangements*** with business account customers.

3.4. Complete requirements for amendment or variation to existing contract with a business according to business procedures and legal requirements.

3.5. Monitor performance of contract against agreed business objectives and standards.

3.6. Investigate and resolve contract variations according to contractual and business outcomes.

3.7. Resolve disputes over contracts to obtain business and customer outcomes.

3.8. Regularly complete contract reviews with customers, stakeholders and contract holders.

3.9. Conclude business contracts according to organisational and legal requirements.

## Required Skills and Knowledge

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

### Required skills

- communication and interpersonal skills to:
  - build relationships with business customers
  - consult and negotiate
  - make presentations
  - resolve disputes
- literacy and numeracy skills to:
  - develop and amend contracts, according to business procedures and legal requirements develop guidelines for approving and implementing special deals
  - document plans and decisions
  - establish, confirm and review trading terms
  - read and interpret information
  - undertake financial and budget planning
- planning and organising skills to:
  - establish procedures and policies
  - complete contract reviews
  - conclude business contracts
  - monitor contract performance
- project and contract management skills
- technical skills to design promotional and merchandising activities

### Required knowledge

- business policy and procedures in relation to:
  - approval processes
  - dealing with internal and external groups and teams
  - negotiating contracts and trading terms
  - quality assurance and control
  - selling and supplying products and services
  - using and maintaining standard business technology
- competitor activities
- configuration of management systems
- elements that make a successful business partnership or relationship
- features and advantages of a contractual relationship
- information sources on product and supply arrangements for customers
- internal and external management systems
- work health and safety (WHS) aspects of job
- principles and techniques in negotiation

- public and private sector purchasing and procurement guidelines and rules
- relevant commercial law and legislation, including:
  - law of contract
  - Australian consumer law relating to the retail industry

## 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:

- actively negotiates and finalises legally binding contractual agreements with a range of business customers according to company policy
- identifies and understands business targets and strategic goals
- manages business contacts and trading terms to achieve agreed business targets and strategic outcomes
- demonstrates a high level of ethical and personal integrity in conduct of negotiations and management of contractual 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 portfolio 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 individual, accessibility of the item, and local industry and regional contexts) may also be included.

- |                                                                                                      |                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b><i>Business policy and procedures</i></b> in relation to:</p>                                  | <ul style="list-style-type: none"> <li>• approval processes</li> <li>• interaction with clients and customers</li> <li>• negotiating contracts and trading terms</li> <li>• quality assurance and control</li> <li>• sale and supply of products and services.</li> </ul> |
| <p><b><i>Promotional and merchandising activities</i></b> may vary to accommodate variations in:</p> | <ul style="list-style-type: none"> <li>• competition</li> <li>• demographics</li> <li>• economics</li> <li>• legal factors</li> <li>• natural factors</li> <li>• political influences</li> <li>• social and cultural factors</li> <li>• technology.</li> </ul>            |
| <p><b><i>Sales and distribution arrangements</i></b> may include:</p>                                | <ul style="list-style-type: none"> <li>• delivery of products</li> <li>• leasing agreements and consultancies</li> <li>• maintenance and support agreements</li> <li>• provision of services</li> <li>• research and development.</li> </ul>                              |
| <p><b><i>Supply arrangements</i></b> may relate to:</p>                                              | <ul style="list-style-type: none"> <li>• cost</li> <li>• coverage and content</li> <li>• quality</li> <li>• quantity</li> <li>• time schedules.</li> </ul>                                                                                                                |
| <p><b><i>Relevant staff</i></b> may include:</p>                                                     | <ul style="list-style-type: none"> <li>• employees</li> <li>• internal or external contacts</li> <li>• relevant managers</li> <li>• supervisors.</li> </ul>                                                                                                               |
| <p><b><i>Negotiation</i></b> issues may include:</p>                                                 | <ul style="list-style-type: none"> <li>• contract variations, including ability to vary or modify targets, processes and clauses</li> <li>• innovations</li> <li>• modification and amendment rights</li> <li>• scope.</li> </ul>                                         |
| <p><b><i>Business customers</i></b> may include:</p>                                                 | <ul style="list-style-type: none"> <li>• commercial enterprises</li> <li>• community and not-for-profit organisations</li> <li>• governments</li> </ul>                                                                                                                   |

**Expert advice** may be sought from a range of professionals, including:

**Contractual arrangements** may include:

- internal business units and divisions
- public agencies or organisations.
- accountants and auditors
- industry association advisory services
- in-house or external lawyers
- senior in-house staff.
- common-use arrangements or standing offers
- consequences
- contracts, including:
  - contracts as detailed under Australian consumer law
  - external contracts
- in-house service level agreements
- letters of appointment or intent
- memorandums of understanding or memorandums of agreement
- non-compliance
- petty cash
- purchase order
- trade partners
- verbal and written orders.

## Unit Sector(s)

Cross-Sector

## Competency Field

Client and Customer Service