

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Merchandising & Material Procurement

Title	Maintain client relationships
Code	108159L4
Description	Maintain long-term relationships with existing clients of a fashion business. This applies to individuals who are required to keep long-lasting client relationships and build up a loyal client base.
Level	4
Credit	2
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • examine organisational client relationship objectives and strategy • identify organisational policies and procedures related to client relationship • employ appropriate interpersonal skills, communication styles, professional image, and client psychology to establish relationships with different types of clients • understand the fundamental requirements for a business relationship <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the current state of client relationships • investigate clients' profiles, needs, preferences and expectations • establish regular communication channels and business contacts with clients • connect with the clients informally through non-business contacts or knowledge sharing (like festive events) • follow organisational client relationship strategies to address clients' needs • analyse feedback from clients for improving services and offers for clients • keep records of client interactions in accordance with organisational procedures <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • maintain trust and client satisfaction as fundamentals to a long-lasting client relationship • comply with legislative and organisational requirements for acquiring and sharing private data
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Maintaining long-lasting relationships with different types of clients in which both the organisational and clients' needs can be met.
Remark	