

**Specification of Competency Standards**  
**for the Fashion Industry**  
**Unit of Competency**

Functional Area - Sales & Marketing

Title	Implement a client relationship strategy
Code	108204L5
Description	Implement a client relationship strategy to foster the profitable business relationships of a fashion business. This applies to individuals who are required to implement client relationship strategy in a fashion business.
Level	5
Credit	4
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"> <li>• state the principles or process of developing an implementation plan for a client relationship strategy</li> <li>• critically evaluate the common challenges and problems in implementing a client relationship strategy (e.g. with international clients) as well as the viable responses to them</li> <li>• specify the criteria for evaluating the effectiveness of a client relationship strategy</li> </ul> <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• identify the client relationship objectives and target customers</li> <li>• employ different channels, offers and service packages (e.g. team selling for major clients) to meet the needs and expectations of different clients and customers</li> <li>• allocate resources (e.g. human, finance) for implementing client relationship initiatives</li> <li>• identify and address issues arising during the implementation process</li> <li>• monitor the performance of client relationship initiatives (e.g. client satisfaction)</li> <li>• review effectiveness of the client relationship strategy against criteria</li> </ul> <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> <li>• provide proactive and customised services to create and deliver value</li> <li>• strive for long-term trusting client relationships</li> </ul>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> <li>• Effective implementation of a client relationship strategy to foster the profitable business relationships of a fashion business.</li> </ul>
Remark	