

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Build client relationships
Code	108300L5
Description	Build client relationships to support attainment of fashion business objectives. This applies to individuals who are required to establish an appropriate level of relationship with the client for 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"> • review organisational client relationship objectives and strategies • outline organisational policies related to client relationship • understand the concept of client relationship management • differentiate the different levels of a client relationship • explain the methods and ways to build a client relationship • illustrate 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 the relationship with the client (e.g. standalone transaction relationship) • determine the level of client satisfaction with the products / services and the current state of a relationship • determine the desired level of relationship with the client (e.g. repeat client relationship) • determine the chances and barriers to bring the level of relationship with the client to that which is desirable (e.g. provide other product categories to the client in expanding its business) • determine the strategy to bring the relationship from the current to the desired level (e.g. develop alliance) • identify ways to build the desired relationship with the client (e.g. sharing of business data, providing training to client) • establish contact and appropriate communication channels with the client to collect feedback and adjust the strategy for relationship building <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • demonstrate a well-rounded knowledge of client relationship management for achieving fashion business objectives • observe the legal and ethical requirements for building client relationship
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Formulating strategy for bringing the current level of a client relationship to a desired level for a fashion business as well as establishing a desired level of client relationship that is mutually beneficial for both fashion businesses.
Remark	Common UoC across the functional areas: Merchandising and Material Procurement / Sales and Marketing