

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Common

Title	Establish effective communication with clients
Code	110386L4
Range	Establish effective communication with clients to facilitate attainment of fashion business objectives. This applies to individuals who are required to develop methods and mechanisms to foster communications with and obtain feedback from clients.
Level	4
Credit	3
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"> • identify organisational client relationship strategy and quality standards of client services • explain the established procedures for handling clients' communications (e.g. enquiries, complaints) • employ appropriate techniques for engaging in positive and open communications with different clients in the fashion industry <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • interpret the established client relationship strategy to apply appropriate approaches to interact with different types of clients (including both current and potential clients) • select preferred communication styles and channels for contacting clients (e.g. meeting, electronic communications) • establish rapport with clients during verbal or non-verbal communication processes • develop methods and mechanisms to obtain feedback for improving relationships and ongoing interactions with clients • identify and address potential barriers to effective communication with clients • document and maintain the currency of contact details <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to</p> <ul style="list-style-type: none"> • communicate with clients in a polite and professional manner to gain their trust and convey a positive image of the organisation • apply effective communication skills (e.g. cross-cultural) to establish open and two-way communications with clients • ensure confidentiality and security of client information in accordance with the organisational policy
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Establishment of effective communications with clients that can facilitate the attainment of fashion business objectives.
Remark	Common UoC across the functional areas: Merchandising and Material Procurement / Sales and Marketing / Laundry Services