

Unit of Competency**Functional Area: Sales and Merchandising**

Title	Develop relationship with customers
Code	105249L4
Range	This unit of competency is applicable to practitioners in the import and export industry to identify target customers and build relationship with them.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirement</p> <ol style="list-style-type: none"> 1. Possess and apply knowledge of Customer Relationship Management(CRM) <ul style="list-style-type: none"> • Evaluate the importance of CRM to the reputation, achievements and profitability of the company • Describe CRM skills 2.1. Identify target customers <ul style="list-style-type: none"> • Use appropriate approaches to understand the target market • Develop a target customer profile • Look into customer base to identify best prospect candidates 2.2. Differentiate customers <ul style="list-style-type: none"> • Differentiate customers in terms of their value to the company • Differentiate customer needs and requirements to develop customer relationships • Determine customer needs to establish CRM plan to maximise customer satisfaction and sales opportunities 2.3. Interact with customers to strengthen relationship <ul style="list-style-type: none"> • Interact with customers to strengthen relationship through such tools as visits, mails, and other communications • Maintain high ethical standards to enhance company credibility and maintain long-term relationship with customers 3. Customise products and services to customers <ul style="list-style-type: none"> • Monitor needs and expectations of customers • Use CRM skills to develop relationship with customers • Manage customer information, including customer information record, retrieve data base and data, update data, analyze relationship, compile reports, and make back-up • Customise products and services to target customers
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Capable of identifying target customers in the import and export industry • Capable of interacting with customers and establishing long-term relationship with customers
Remark	