

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

Functional Area - Sales, Marketing and Customer Services

Title	Establish business networks
Code	LOSASM502B
Range	This unit of competency is applicable to logistics service providers. Practitioners should be able to apply knowledge of networking and negotiation to establish business network as per related working requirement (like prohibition of personal interest and deceptive taxation)
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Know about business network management and related legislative regulations <ul style="list-style-type: none"> <li>• Understand the marketing principles of the company</li> <li>• Understand company policy and procedures</li> <li>• Understand relevant legislative requirements</li> <li>• Understand the concept and legal obligation of e-Communication and channel</li> <li>• Know about the principles of business network or relationship management</li> </ul> </li> <li>2. Develop and maintain business networks <ul style="list-style-type: none"> <li>• Establish and maintain relationships with customers and business partners to explore business opportunities by using appropriate network strategies</li> <li>• Identify opportunities to extend networks to maximise a range of contacts</li> <li>• Communicate with individuals, colleagues and customers to strengthen current networks and explore new networks</li> <li>• Maintain professional knowledge and skills through participating in professional networks and associations</li> <li>• Identify the most appropriate e-communication and channels to benefit the image and networks relationship building</li> </ul> </li> <li>3. Establish and maintain business relationships <ul style="list-style-type: none"> <li>• Establish and maintain relationships with customers and business partners</li> <li>• Gain and maintain trust with customers and business partners through the illustration of high standards of business practices</li> <li>• Identify difficult situations and negotiate solutions with relevant personnel by using such techniques as collaborative problem-solving and developing win-win solutions</li> <li>• Seek specialist advice to develop contacts where appropriate</li> <li>• Discuss possible solution with related parties</li> <li>• Establish e-communication and channels for faster, closer and better communication</li> <li>• Develop training and awareness of legal obligation about e-communication to related staff and personnel</li> <li>• Develop monitoring system to manage the performance to identify proper training</li> </ul> </li> <li>4. Promote business relationships <ul style="list-style-type: none"> <li>• Develop strategies to promote relationships with customers and business partners</li> <li>• Use appropriate presentation skills to communicate with customers and business partners to develop business networks</li> <li>• Communicate, both in writing and verbally, to a range of audiences effectively to develop relationships</li> <li>• Acquire feedback to improve network building skills to maintain excellent networks</li> </ul> </li> </ol>

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	<ul style="list-style-type: none"><li>• Initiate e-communication and channels to promote and build closer relationship and providing quick response concept</li></ul>
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"><li>• Capable of using network building skills to establish contacts and participate in networks;</li><li>• Capable of identifying opportunities for developing network with customers and business partners; and</li><li>• Capable of developing strategies to promote relationships with customers and business partners and maintain excellent networks</li></ul>
Remark	