

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Customer Relationship Management

Title	Manage business partner relationship
Code	107192L6
Description	As a management role of corporate relationship, establish and maintain business partner relationship to reduce uncertainty of cooperation and enhance customer satisfaction.
Level	6
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Review and set the criteria of selecting business partners, including:</p> <ul style="list-style-type: none"> • Analyze the needs of different business partners <ul style="list-style-type: none"> ○ Analyze the needs of market competition environment ○ Analyze the core business and advantages of corporate ○ Analyze the common interest and potential risks • Identify the type of partnership, for example: <ul style="list-style-type: none"> ○ Strategic partners ○ Important partners ○ General partners • Develop a partner selection process <ul style="list-style-type: none"> ○ Setup an evaluation team ○ Preliminary selection of partners ○ Establish evaluation system and selection method <p>2. Formulate partnership development strategy</p> <ul style="list-style-type: none"> • Build the foundation of trust <ul style="list-style-type: none"> ○ Strengthen communication and key information exchange ○ Frequent visits ○ Data exchange ○ Achieve concurrent engineering • Consolidate and maintain partnership <ul style="list-style-type: none"> ○ Give up dispute ○ Regularly review the structure and operating system of corporate and partners ○ Attention to common interests and value ○ Establish incentive and restraint mechanism <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The partnership management solution aligns with development requirements of corporate.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Review and develop partnership selection procedures. • Formulate partnership development strategy.
Remark	