

<b>Title</b>	<b>Apply knowledge of customer focused business relationships to sales situations</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	<p>This unit standard is for people entering the sales area. They could be working in a variety of different sales situations.</p> <p>People credited with this unit standard are able to demonstrate knowledge of customer focused business relationships, and develop customer focused business relationships in the workplace.</p>
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<b>Classification</b>	Retail, Distribution, and Sales > Sales
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<b>Available grade</b>	Achieved
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### Guidance Information

- 1 Legislation relevant to this unit standard includes but is not limited to: Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Fair Trading Act 1986, Privacy Act 2020, Contract and Commercial Law Act 2017, Unsolicited Electronic Messages Act 2007.
- 2 Definitions
 

*Agreed* indicates a course of action that is accepted between two or more people and which follows organisational procedures.

*Communication methods* refer to methods used to share or exchange information. These methods will vary with information to be communicated and organisational procedures.

*Customer focused* refers to the alignment of leadership, processes and people in an organisation to meet or exceed customer expectations. This leads to customer loyalty and advocacy resulting in sustainable profitability.

*Organisational procedures* referred to in this unit standard may include but are not limited to the applicable procedures found in the following: organisational performance guidelines and standards; Government and local body legislation.

*Sales* or *selling* refers to creating, building and sustaining mutually beneficial and profitable business through personal and organisational contact and relationships.

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### Outcomes and performance criteria

#### Outcome 1

Demonstrate knowledge of customer focused business relationships.

**Performance criteria**

- 1.1 The characteristics of a customer focused organisation are described in terms of building enduring business relationships.
- 1.2 The reasons enabling businesses to retain customers are explained in terms of the importance to developing a customer focused business relationship.

**Outcome 2**

Develop customer focused business relationships in the workplace.

**Performance criteria**

- 2.1 Communication methods used to maintain contact with customers are identified and described in terms of their impact on developing a customer focused business relationship.
- 2.2 The basis upon which a relationship should operate is agreed with the customer in accordance with organisational procedures.
- Range basis may include but is not limited to – frequency, method of contact, standard reporting.
- 2.3 Communication methods are used to contact the customers after the sale to collect feedback and resolve difficulties and concerns in accordance with organisational procedures.
- 2.4 Situations that may result in conflict within a customer focused business relationship are recognised and ways to resolve these within own authority level are described in accordance with organisational procedures.

<b>Planned review date</b>	31 December 2027
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	18 March 2011	31 December 2015
Revision	2	14 November 2012	31 December 2021
Review	3	8 December 2016	31 December 2021
Revision	4	29 March 2018	31 December 2025
Review	5	26 January 2023	N/A
Revision	6	25 July 2024	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

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**Comments on this unit standard**

Please contact Ringa Hora Services Workforce Development Council  
[qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit  
standard.