

Title	Apply knowledge of customer focused business relationships to sales situations		
Level	3	Credits	4

Purpose	<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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Classification	Retail, Distribution, and Sales > Sales
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Available grade	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 1993, 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.

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, and in accordance with organisational procedures, are described.

Planned review date	31 December 2021
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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	N/A

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.