

# BSBREL401A – Establish Network

This unit describes the performance outcomes, skills and knowledge required to develop and maintain effective work relationships and networks. It covers the relationship building and negotiation skills required by workers within an organisation as well as freelance or contract workers.

**Designed for:** This course is suitable for all frontline managers.

**Duration:** 1 day

**Application of the unit:** This unit applies to individuals with a broad knowledge of networking and negotiation who contribute well developed skills in creating solutions to unpredictable problems through analysis and evaluation of information from a variety of sources.

They may have responsibility to provide guidance or to delegate aspects of tasks to others.

**Elements and performance criteria:**

Element	Performance criteria
Develop and maintain business networks	<ul style="list-style-type: none"> <li>▪ Use appropriate network strategies to establish and maintain relationships that promote the development of business opportunities</li> <li>▪ Identify and pursue network opportunities to maximise a range of contacts</li> <li>▪ Communicate information regarding new networks to inform individuals, colleagues and clients of potential benefits</li> <li>▪ Participate in professional networks and associations to obtain and maintain personal knowledge and skills</li> </ul>
Establish and maintain business relationships	<ul style="list-style-type: none"> <li>▪ Develop and maintain relationships to promote benefits consistent with organisational/client requirements</li> <li>▪ Gain and maintain trust and confidence of contacts through demonstration of high standards of business practices</li> <li>▪ Use a high level of negotiation skills to encourage positive outcomes</li> <li>▪ Identify difficult situations and negotiate solutions using collaborative problem-solving techniques</li> <li>▪ Seek specialist advice in the development of contacts where appropriate</li> </ul>
Promote the relationship	<ul style="list-style-type: none"> <li>▪ Develop strategies to represent and promote the interests and requirements of the relationship</li> <li>▪ Use appropriate presentation skills to communicate the goals and objectives of the relationship</li> <li>▪ Effectively communicate issues, policies and practices of the relationship to a range of audiences, in writing and verbally</li> <li>▪ Obtain feedback to identify and develop ways to improve promotional activities within available opportunities</li> </ul>



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