



Australian Government

**Assessment Requirements for BSBEMS401
Develop and implement business
development strategies to expand client
base**

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- develop and implement at least one documented plan for gaining new clients
- document communication strategies to develop and maintain client relationships
- demonstrate techniques to expand a client base using client network/s.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- outline the key provisions of relevant legislation, regulations, standards and codes of practice that affect business development strategies
- describe recruitment methods used to attract new clients
- identify the range of organisational products and services supplied by employment agencies.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the workforce development – recruitment and employment services field of work and include access to:

- office equipment and resources
- examples of workplace documents used in employment services agencies.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>