
Overview

This standard is about building a relationship which enables you to assist the client in progressing with a business opportunity, either in terms of considering the option of starting their own business and/or developing an existing business. It requires you to build rapport with the client, develop trust and confidence, communicate effectively so that you can find out what you need to know and review progress.

For the purposes of this standard, business support refers to assistance which is received from individuals or organisations outside of the business, related to a specific business problem or opportunity and/or development of the business.

Enterprise support refers to assistance which is received by individuals considering starting their own business. A 'business' can mean an independent entity such as a private sector business, a social enterprise, a charitable or voluntary organisation, or a significant operating unit, with a relative degree of autonomy, within a larger organisation. It can also refer to a formal partnership where two or more businesses are working together towards common goals.

This standard is recommended for individuals and organisations providing assistance to support the development of individuals considering starting their own business and existing businesses, either on a voluntary or commercial basis.

**Performance
criteria**

- You must be able to:
- P1 learn as much as you can about the client you are working with
 - P2 discuss the motivations, objectives and interests of the client you are working with to help develop empathy and rapport
 - P3 adapt your style of working to ensure it does not conflict with the client you are working with
 - P4 find an appropriate style of discussion and exchange
 - P5 listen fully and attentively to what you are being told
 - P6 check the accuracy of what has been said
 - P7 reflect back on what has been discussed
 - P8 make your point in a way that the client can appreciate and understand
 - P9 challenge the answers you are given and unpack the source of any misunderstandings
 - P10 assist the client in linking new ideas to the recognition of appropriate opportunities
 - P11 be aware if the client you are working with is anxious about any issue and raise the matter sensitively
 - P12 review with the client you are working with how they feel the relationship with you is going
 - P13 maintain contact and exchange information with the client, in ways that are appropriate and meet their needs

Knowledge and understanding

Build business support relationships

You need to know and understand:

- K1 the benefits of finding out about the client you are working with
- K2 the personal and professional motivations of the client you are working with
- K3 the demands on, and the responsibilities of the client you are working with
- K4 how different people like to work
- K5 how to approach interactions with others in an open minded manner without having preconceptions of the outcome
- K6 how and when it is appropriate to review progress with the client

Interpersonal and communication skills

You need to know and understand:

- K7 how to use effective interpersonal and communication skills, including, when appropriate:
 - K7.1 listening fully and attentively
 - K7.2 questioning
 - K7.3 checking accuracy
 - K7.4 summarising
 - K7.5 reflecting back
 - K7.6 challenging
 - K7.7 respecting and acknowledging issues
 - K7.8 negotiation
 - K7.9 giving, receiving and passing on constructive feedback
 - K7.10 dealing with difficulties
- K8 how to identify issues, anxiety or concern (both spoken or unspoken) with the client you are working with
- K9 the advantages and disadvantages of different kinds of communication in different circumstances
- K10 how new ideas may challenge the client's and your thinking

Additional information

Behaviours:

- 1 tailor your approach to align with the client's goals and circumstances
- 2 respect the client's need for information, commitment and confidentiality
- 3 seek the right information to make sense of a situation and draw appropriate conclusions
- 4 listen and respond effectively and check understanding
- 5 have a rigorous but impartial questioning style
- 6 adapt your personal style and experiences to empathise with the client
- 7 deliver thoughts in straightforward terms but maintain listener interest
- 8 have a written style that is clear and has impact
- 9 seek to understand the needs and motivations of the client
- 10 act within the limits of your authority
- 11 show integrity, fairness and consistency in decision making

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