
Overview

This standard is about the skills and knowledge needed for you to source and initiate external relationships in a food and drink environment.

Creating new relationships with organisations and people external to your food and drink business is important to a number of functions across an organisation. The strategic and day to day running of a food and drink business relies on the building of productive relationships with external suppliers, customers and stakeholders.

You will need the skills and knowledge to locate useful links, initiate contact using a variety of methods and conduct yourself in a manner that promotes a positive image of yourself and your organisation. You will also need the skills and knowledge to record and retain information relating to the external organisation.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in sourcing and initiating external relationships in a food and drink environment.

Performance criteria

You must be able to:

Locate possible contacts

1. source and initiate external contacts according to organisational requirements
2. research the identification of useful contacts, suppliers or customers external to your organisation using a variety of methods
3. invest time in determining innovative and useful sources of external contacts
4. access the methods of communication available in your organisation including verbal, non-verbal, paper and e-based

Initiate contact

5. use a variety of methods to initiate communication with external contacts
6. exploit unplanned opportunities to initiate contact with external organisations
7. conduct yourself in a way that promotes a positive image of yourself and your food business
8. adapt your behaviour to acknowledge that people have different ways of communicating and working
9. communicate clearly and in a timely manner, what the purpose of contacting the external person is

Record information

10. record information relating to the contact in a secure and organised manner
11. record any commitments you make and how you plan to adhere to them
12. recommend other people or organisations if you are unable to provide a service or product

Knowledge and understanding

You need to know and understand:

1. the regulatory and organisational requirements relating to the sourcing and initiating of external contacts
2. the sources of information that can be used to source useful external organisations including web-based, social media, business networks, trade associations, customers, suppliers and informal contacts
3. how to research the identification of useful external contacts
4. why it is important to invest time in determining innovative and useful sources of external contacts
5. the methods of communication available in your organisation and how to use them
6. how to use every day meetings and opportunities to initiate communication with external contacts and why it is important to do so
7. why it is important to conduct yourself in a way that promotes a positive image for you and your food and drink business
8. how to adapt your behaviour to take into account other people's culture, methods of communication and methods of working
9. why it is important to communicate the purpose of you initiating contact with a person or organisation and how to do this
10. the paper and e-based methods for recording contacts and information relating to contacts and how to follow them
11. why it is important to record information securely
12. why it is important to adhere to any commitments you make
13. how to be helpful even if you are unable to provide a service or product and why it is important to do so

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Source and initiate external relationships in a food and drink environment



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