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## Overview

This standard is about the skills and knowledge needed for you to develop and maintain relationships with external organisations in a food and drink environment. Building relationships with existing customers, suppliers, stakeholders or additional organisations is important in maintaining the day to day effectiveness of a food and drink business. Building the complex relationships that exist between a food and drink business, its customers, suppliers, stakeholders and other additional organisations is a key skill important to differing degrees to the whole workforce business. You will need the skills and knowledge to source information relating to external contacts, build relationships and act appropriately to create a positive image of you and your food and drink business. You also need the skills and knowledge to record and act upon information gained from relationships with external organisations. This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in developing and maintaining relationships with external organisations in a food and drink environment.

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## Performance criteria

### You must be able to:

#### Build relationships

1. source organisational records for the storing of information relating to contact with external organisations
2. prioritise external contacts using agreed organisational criteria
3. keep in regular communication with external contacts using appropriate systems and technology
4. improve relationships with external people or organisations using innovative methods
5. recognise when a relationship with an external organisation needs to be terminated

#### Creating a positive image

6. conduct yourself in a way that promotes a positive image of you and your food and drink business
7. adapt your behaviour to take into account other people's culture, methods of communication and methods of working
8. work in a way that promotes trust and respect
9. promote your work in a way that encourages other people and organisations to find out about your food business

#### Record and act upon information

10. take note of requests and adhere to any promises made
11. communicate in a timely manner if you cannot deliver an agreement
12. identify existing external relationships that may require additional

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13. create innovative ways in which faltering relationships can be improved
14. record and communicate to relevant people agreed actions arising from a contact including timeframes and responsibilities
15. communicate relevant information to colleagues affected by agreed actions

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## Knowledge and understanding

### You need to know and understand:

1. how to source paper and e-based organisational records relating to existing organisational contacts
  2. how to prioritise existing contacts and why it is important to do this
  3. the methods of verbal, non-verbal, paper and e-based communication available in your organisation and how to use them
  4. what the innovative methods are of improving relationships with external people or organisations
  5. how to conduct yourself in a way that promotes a positive image of you and your food and drink business and why it is important to do so
6. the different cultures, methods of communication and methods of working you must adapt to when building external relationships
7. how to promote trust and respect
8. why it is important to listen to requests and adhere to any promises made in a timely manner
9. how to identify existing relationships that are faltering and decide on an improvement or termination strategy
10. the organisational requirements for the recording information relating to external contacts
11. why it is important to share information with colleagues when

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appropriate and useful to your food and drink business and how to  
do this

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