

Short-Course

Solar PV System Installation and Maintenance

NTQF Level II

Learning Guide -33

Unit of Competence	Developing Business Practice
Module Title	Developing Business Practice
LG Code	EIS PIM2 M15 0120 LO6 LG-33
TTLM Code	EIS PIM2 TTLM 0120v1

LO 6. Develop and Maintain Business Relationship-33

Instruction Sheet-1**Learning Guide -33**

This learning guide is developed to provide you the necessary information regarding the following Develop and Maintain Business Relationship operation and topics.

- Describing features and benefits of products/services
- Discussing alternative sources of information/advice
- Seeking, reviewing and acting upon Information needed pro-actively
- Honouring agreements
- Making adjustments to agreements with customers & colleagues
- Nurturing relationships through regular contact

Effective interpersonal and communication styles This guide will also assist you to attain the learning outcome stated in the cover page. Specifically, upon completion of this Learning Guide, you will be able to:

- Describe features and benefits of products/services provided by the enterprise recommended to meet customer needs.
- Discussing alternative sources of information/advice with the customer.
- Seek Information needed is pro-actively
- Homers agreements within the scope of individual responsibility.
- Make adjustments to agreements in consultation with the customer and information shared with appropriate colleagues.
- Nurture relationships through regular contact and use of effective interpersonal and communication styles.
- Communicating the results of negotiations to appropriate colleagues and stakeholders within appropriate timeframes.
- Identify and take up opportunities to maintain regular contact with customers and taken-up

Learning Instructions:

- 1) Read the specific objectives of this Learning Guide.
- 2) Follow the instructions described below 3 to 5.
- 3) Read the information written in the information “Sheet 1, Sheet 2, Sheet 3 , Sheet 4 Sheet 5 , Sheet 6, Sheet 7, Sheet 8 , Sheet 9 Sheet 10 Sheet 11 **in page 142 ,144, 150,153, and 158.**
- 4) Accomplish the “Self-check 1, Self-check t 2, Self-check 3 Self-check and 4 Self-check 5, Self-check t 6, Self-check 7 Self-check 8, Self-check t 9, Self-check 10 Self-check and 11 ” **in page 143, 149,152,157, and 161.**
- 5) If you earned a satisfactory evaluation from the “Self-check” proceed to “ self-check-2

LO6 Develop and Maintain Business Relationship

Information Sheet-1	Describing features and benefits of products/services
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1 Describing features and benefits of products/services

Features and benefits of products/services that meet customer needs

Features are characteristics that your product or service does or has. For example, some ovens include features such as self-cleaning, smooth stovetops, warming bins, or convection capabilities. Benefits are the reasons customers buy the product or service. For example, the benefits of some ovens to buyers include safety, ease of use, affordability,

1.1 Examples of Features versus Benefits of Products/Services

Product/ Service Feature So what? What's the advantage? The compelling sales message Mobile phone Integrated email application. Check your emails wherever you are. With fully integrated email system, this state-of-the-art mobile phone allows you to keep in touch with your customers when you're on the move. Computer 64 GB hard drive. Integrate a large amount of software and store a large number of files. With a 64 GB hard drive, you can store all your important documents on one computer without having to worry about performance issues. Vehicle Automatic safety restraint system, and both front- and side impact airbags. Enhanced safety features. Protect your family with advanced safety features that give you full peace of mind even the smallest passengers will be protected in an accident.

1.2 Financial reporting ware

- Software One-click financial reports.
- Quick and easy access to financial information.
- Access all the information your accountant is chasing you for at the click of a button.
- When Do Features Matter the Most?

Features always matter because they provide your customers with hints about how well your product or service will deliver its benefits. Although benefits are generally more important than features, there are some times when features make all the difference:

- When all the products in a category provide the same basic benefits, a unique feature may provide a competitive advantage.
- When products or services can be easily compared with competitors' as the Internet makes increasingly possible consumers can choose products and services with the most features. Thus, even though most cell phones will provide its owner with the same general benefits for communication, a person considering which cell phone to buy may not choose a certain model if it is missing a feature not found on a competitor's phone.

Self-Check -1

Written Test

Directions: chose the best answer for the following questions.

1. Financial reporting ware

- A. Software One-click financial reports.
- B. Quick and easy access to financial information.
 - C. Access all the information your accountant is chasing you for at the click of a button.
 - D. All

2. When all the products in a category provide the same basic benefits, a unique feature may provide a competitive advantage

- A. True
- B. False

Note: Satisfactory rating – 2 point Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Information Sheet-2	Discussing alternative sources of information/advice
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2 Discussing alternative sources of information/advice

2.1 Alternative sources of information/advice for the customer.

What are the information resources? Information resources are defined as the data and information used by an organization.

Examples of information resources are databases with customer purchase information. Businesses need information to be successful, and that information can come from a variety of sources, both internal and external. Understanding the various sources of information and how to access them can help companies and their leaders stay on top of emerging trends and environmental factors that can affect their success.

Classification of Information Sources

2.2 The general classification for sources of information

Primary sources
Secondary sources
Tertiary sources

- • Autobiographies
- • Correspondence: email, letters
- • Descriptions of travel
- • Diaries,
- • Eyewitnesses
- • Oral histories
- • Literary works
- • Personal narratives
- • First-hand newspaper and magazine accounts of events
- Legal cases, treaties
- • Statistics, surveys, opinion polls,
- • Scientific data, transcripts
- • Journal articles
- • Records of organizations and government agencies
- • Original works of literature, art or music
- • Cartoons, postcards, posters
- • Map, paintings, photographs, films
- • Biographies,
- Encyclopedias, handbooks
- Textbooks & monographs on a topic
- literary criticism & interpretation
- history & historical criticism
- political analyses
- reviews of law and legislation
- essays on morals and ethics
- analyses of social policy

- study and teaching material
- Articles, such as literature reviews,
- Commentaries, research articles in all subject disciplines
- Critiques of works of literature, art and music
- Chronologies
- Classifications
- Encyclopaedias
- Directories
- Guidebooks and manuals
- Population registers statistics
- Fact books
- Abstracts
- Indexes
- Bibliographies

The type of information needed will change depending on its application. The following things should be considered by the business in selecting and using the appropriate information for its day to day activities 1. The types of Information Resources Does a Business Usually Need

- The resources: You Need to Succeed to Start a Business
- Types of Information Systems in a Business Organization

Thus, information can come from virtually anywhere: media, blogs, personal experiences, books, journal and magazine articles, expert opinions, encyclopedias, web pages and the type of information you need will change depending on the question you are trying to answer. Look at the following sources of information. Notice the similarities between them.

Types of information sources for a Business

Types Information Use Examples Magazines A magazine is a collection of articles and images about diverse topics of popular interest and current events. Usually these articles are written by journalists or scholars and are geared toward the average adult. Magazines may cover very "serious" material, but to find consistent scholarly information, you should use journals. to find information or opinions about popular culture to find up-to-date information about current events

- National Geographic
- Ebony
- Sports Illustrated
- People

Journal A journal is a collection of articles usually written by scholars in an academic or professional field. An editorial board reviews articles to decide whether they should be accepted.

Articles in journals can cover very specific topics or narrow fields of research. when doing scholarly research to find out what has been studied on your topic to find bibliographies that point to other relevant research Journal of Communication The

Historian Journal of the American Medical Association Database A database contains citations of articles in magazines, journals, and newspapers. They may also contain citations to podcasts, blogs, videos, and other media types. Some databases contain abstracts or brief summaries of the articles, while other databases contain complete, full-text articles. when you want to find articles on your topic in magazines, journals or newspapers Academic Search Complete (a general database) Compendia (an engineering database) (a business database) Newspaper

A newspaper is a collection of articles about current events usually published daily. Since there is at least one in every city, it is a great source for local information. to find current information about international, national and local events to find editorials, commentaries, expert or popular opinions Roanoke Times New York Times Library

A library catalog is an organized and searchable collection of records of every item in a library and can be found on the library home page.

The catalog will point you to the location of a particular source, or group of sources, that the library owns on your topic. to find out what items the library owns on your topic

Encyclopedias Encyclopedia are collections of short, factual entries often written by different contributors who are knowledgeable about the topic.

There are two types of encyclopedias: general and subject. General encyclopedias provide concise overviews on a wide variety of topics. Subject encyclopedias contain in-depth entries focusing on one field of study. when looking for background information on a topic when trying to find key ideas, important dates or concepts African American Encyclopedia (subject encyclopedia) Encyclopedia Americana (general encyclopedia) World Book (general encyclopedia found online) Gale encyclopedia of genetic disorders (subject encyclopedia found online) Web The Web allows you to access most types of information on the Internet through a browser.

One of the main features of the Web is the ability to quickly link to other related information. The Web contains information beyond plain text, including sounds, images, and video. The important thing to do when using information on the Internet is to know how to evaluate it! to find current information to find information about companies to find information from all levels of government - federal to local to find both expert and popular opinions

- To find information about hobbies and personal interests

Self-Check -2

Written Test

Directions: Choose the best answer for the following questions listed below

1. One is alternative sources of information/advice for the customer.

A. Legal cases, treaties B. Statistics, surveys, opinion polls,

C. Scientific data, transcripts D. All

2 .is a collection of articles usually written by scholars in an academic or professional field.

A. journal B. Scientific data, transcripts C. Newspaper D. None

Note: Satisfactory rating - 2 point Unsatisfactory - below 2 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

Information Sheet-3	Seeking, reviewing and acting upon Information needed pro-actively
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3 Seeking, reviewing and acting upon Information needed pro-actively

3.1 Searching and acting upon Information to maintain sound business relationships.

There are four Key essential ways to build customer relationships tactics:

- Build your network--it's your sales lifeline.
- Communication is a contact sport, so do it early and often.
- E-mail marketing keeps relationships strong on a shoestring budget
- Reward loyal customers, and they'll reward you. ...

Why do we establish and maintain sound business relationships

- Establish and build on base of long term clients
- Enjoy repeat and referral business
- Tops up troughs in times of lower business activity
- Add to the bottom line – profitability and sustainability.

Who do we develop business relationships with? With clients? With supplier and information /Approval Providers.

3.2 Steps for Success to develop business relationships

- Good first impression
- Develop rapport
- Effective communication skills
- Regular contact
- Conduct negotiations
- Develop sound agreements and contracts
- Avoid misunderstandings
- Keep stakeholders informed
- Networking
- Be ethical

Here are three tips to build trust in your customer relationships:

- Show compassion in your actions affecting the relationship
- Be honest, credible and keep your integrity (if you say something, make sure you do it, on time!)
- Show you have the competence to act for the mutual benefit of your relationship
It's essential to exhibit these characteristics because trust diminishes the perceived risk and vulnerability in a partnership leading to increased customer satisfaction. Just like products, services differ from one another in having distinctive features and benefits.

The uniqueness of a product or service can set it apart from the competition. Features can communicate the capability of a product or service. But features are only valuable if customers see those particular features as valuable. You want products or services with features which customers perceive as valuable benefits. By highlighting benefits in marketing and sales efforts, you'll increase your sales and profits.

It's important to remember that customers buy products and services because they want to solve a problem or meet a need. Consciously or unconsciously, your customers will always be asking the question, —What's in it for me?" Your product and service offerings have to deliver solutions and satisfy needs, or they won't be successful. Given that benefits are ultimately more important to your customers than features, it is imperative that you understand the benefits your products and services provide, emphasize these benefits in your sales efforts, and update your products and services when new or additional benefits are desired by your customers.

Self-Check -3	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page

1. Steps for Success to develop business relationships

- A. Good first impression
- B. Develop rapport
- C. Effective communication skills
- D. All

2. three tips to build trust in your customer relationships:

- A. Show compassion in your actions affecting the relationship
- B. Be honest, credible and keep your integrity (if you say something, make sure you do it, on time!)
- C. Show you have the competence to act for the mutual benefit
- D. All

Note: Satisfactory rating - 4 point Unsatisfactory - below 4 points

You can ask you teacher for the copy of the correct answers.

Score = _____
Rating: _____

Information Sheet-4	Honoring agreements
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4 Honoring agreements

4.1 Agreements between businessman and the customers.

A consumer is defined as a physical being that takes a legal action that is not affiliated with their personal or professional activity. This means that in everyday cases all of us are consumers, if the case is that there is a sale of goods or services between professionals, it is customary to assume that both sides of the contact are equal, however in the case of a consumer he/she is treated as the legally lesser party and what follows that the better protected one. The businessman allows the customers to use its trademark along with certain business systems and processes in exchange for a fee. Business trainers usually get confused between the concepts of businessman contracts and customers. Although they have much in common, such as they both earn by selling intangibles and are both affiliated with another company, but where a management contract acts as a framework and provides formation and structure to the company and its members.

Contracting with relevant people may include but not limited to:

- Business owners,
- Suppliers,
- Employees,
- Agents,
- Land owners,
- Distributors,
- Customers or any person with whom the business has, or seeks to have, a performance-based relation.

When should I use a Service Agreement?

- **For service providers:** Any time you plan to perform a service for a client and wish to protect your interests and ensure you are compensated accordingly.
- **For customers:** Use a Service Agreement whenever you hire a service provider to perform a paid task in order to establish the exact details of the arrangement, including compensation, duties, and confidentiality, if required.

How to create a Service Agreement

- Identify the customer and service provider
- Include contact information for both parties.
- Describe the services being provided

Include an accurate and clear description of exactly what the service provider is going to do for the duration of the agreement. The more detailed your description is, the less chance there will be misunderstandings later. Besides, an accurate description of services gives the customer a clear idea of what to expect and lets the service provider know what is expected of them.

These service contracts guidelines are appropriate for large organizations and will be too detailed and formal for many self-employed, freelance suppliers and small businesses. Adapt the level of detail and formality according to your situation. Contracts and services agreements are essential business tools for professional trading and business relationships. Without clearly defined and agreed contracts, misunderstandings can develop, expectations of client and provider (customer and supplier) fail to match, and all sorts of problems can occur. Having a written contract or agreement between you and your customer can help your customers know what to expect when buying from you and, in the event of problems, protect you from unnecessary losses. Here's what you need to know to write the customer contract and advice on when you need to use it.

The basic template of manufacturing service agreement includes the followings:

- Definition of Terms.
- The Products.
- Purchase Orders.
- Agreement Period.
- Firm Orders and Order Forecasts .
- Pricing.
- Delivery.
- Inspection and Acceptance.
- Warranty.
- Product Changes.
- Payment and Invoices.
- Payment and Invoices.
- Cancellation.
- Force Majeure.
- Confidentiality and Intellectual Property.
- Assignment and Subcontracting.
- Consigned Tooling.
- Buyer's Warranty and Indemnity.
- Notices.
- Miscellaneous.

4.2The basic template of a service agreement includes the followings

- Heading/Title
- description/purpose/the service (basically the product/service)
- Parties (supplier and client including addresses)
- Date
- Territory (geographical coverage)
- Definitionsessential glossary 'root' of frequently occurring items in the document
- Term.. Period of agreement
- Pricing (refer if appropriate to attached schedule)

- Pricing adjustment (for example annual increases linked to suitable index)
- Responsibilities of provider include or append details of services (service level agreements)
- Responsibilities of client
- Payment terms
- Confidentiality
- Dispute and arbitration process
- Termination and force majeure
- Renegotiation/renewal
- Prevailing laws
- Signatures and witnesses
- Negotiation techniques May include but not limited to:

4.3 Identification of goals, limits

- Clarification of needs of all parties
- Listening and questioning
- Non-verbal communication techniques
- Appropriate language and situation
- Bargaining
- Developing options
- Appropriate cultural behaviour
- Confirming agreements.
- identifying points of agreement and points of difference
- Preparatory research of facts
- Active listening and questioning
- Non-verbal communication techniques.

Self-Check -4	Written Test
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Directions: Answer all the questions listed below. Use the Answer sheet provided in the next page

1. Which one is not negotiation techniques
 - A. Identification of goals, limits
 - B. Developing options
 - C. Purchase Orders
 - D. Active listening

2. One is the basic template of manufacturing service agreement
 - A. Non-verbal communication techniques.
 - B. Agreement Period
 - C. Preparatory research of facts
 - D. Appropriate cultural behavior

3. One is the way to create a Service Agreement
 - A. Identify the customer and service provider
 - B. Include contact information for both parties.
 - C. Describe the services being provided
 - D. All

Note: Satisfactory rating - 4 point Unsatisfactory - below 4 points

You can ask you teacher for the copy of the correct answers.

Score = _____
Rating: _____

Name: _____

Date: _____

5 Nurturing relationships through regular contact

5.1 Definition of nurturing relationships

A relationship cannot survive on its own. It needs the care and nurturing of two adults, giving to each other in a way that creates a mutually beneficial connection. To foster a deep and loving relationship, there needs to be: Kind, constant, and honest communication.

Relationships are nurtured through regular contact and use of effective interpersonal and communication styles.

5.2 Eight ways to successfully nurture your client relationships

- Build trust. Trust is essential to any long-term client relationship. ...
- Personalise interactions. Another way to nurture your client relationships is to personalise your interactions
- Provide strategic advice
- Be consistent
- Recognise it takes time
- Be inclusive
- Show you are accountable
- Focus on quality



Figure 4: Nature relation ship

5.3 How do you build relationships?

The followings are the common suggestions

- Build relationships one at a time
- Be friendly and make a connection
- Ask people questions
- Tell people about yourself
- Go places and do things
- Accept people the way they are
- Assume other people want to form relationships, too
- Overcome your fear of rejection

“You will get all you want in life if you help enough other people get what they want.”

Building real and mutually beneficial business relationships requires consistent and dedicated work over time. In order to build a great community around our brand, you have to put others first and establish ourselves as listeners and helpers.

If you dedicate enough time to building and nurturing a community, it will be there for you when you need it. When done right, our community will be excited to return the support and kindness.

- Build a Community
- Identify the Right People
- Do Research. Take Notice. Start Conversations
- Jump on A Discovery Call And Learn More About Each Other
- Offer Help. Give and Expect Nothing In Return
- Follow-up and Keep Your Promises
- Stay in Touch and Nurture Relationships Over Time
- Reach Out When The Time is Right

Self-Check -5

Written Test

Directions: Answer the questions listed below. Use the Answer sheet provided

1. The followings are the common suggestions
 - A. Build relationships one at a time
 - B. Be friendly and make a connection
 - C. Ask people questions
 - D. All
2. **ways to successfully nurture your client relationships**
 - A. Build trust. Trust is essential to any long-term client relationship. ...
 - B. Personalise interactions. Another way to nurture your client relationships is to personalise your interactions
 - C. Provide strategic advice
 - D. All

Note: Satisfactory rating - 4 point Unsatisfactory - below 4 points

You can ask you teacher for the copy of the correct answers.

Score = _____

Rating: _____

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