Specification of Competency Standards for the Retail Banking
Unit of Competency

Product Development and Brand Marketing > 6.4 Product Launching Implementation and Management

Title	Provide product information to support the selling process
Code	107481L4
Range	Participate in the selling process by providing product knowledge. This applies to the launch of different kinds of products
Level	4
Credit	3

Competency	Performance Requirements
	1. Review selling process in product launch
	    Be able to:
	• Understand the technical features of products in order to handle enquiries from customers independently
	• Review the selling process or approaches in order to identify support required by sales team
	2. Present product information to customers
	    Be able to:
	• Conduct presentation or training on new products or existing products for transferring knowledge to customers according to the needs and knowledge level of customers
	• Handle customer enquiries related to features of the products
	3. Provide assistance in product knowledge to other salespersons
	    Be able to:
	• Perform site inspection to ensure sales staff understand all the risks derived from the process of product sales and sell the products to customers properly
	• Answer enquires from sales staff in order to ensure that they are updated with the product information

Assessment Criteria	The integral outcome requirements of this UoC are: • Presentation of product information to customers. The presentation should cover essential materials for customer to evaluate the products. Moreover, the presentation format should be tailored to different target customers so that they can understand the information easily and accurately • Provision of assistance to other salespersons in order to ensure that correct information is conveyed to customers
Remark	