

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.3 Sales Cycle Management

Title	Manage and coordinate the sales and promotional activities of different sales and service channels
Code	107525L5
Range	Liaise with different channels such as bank branches, internet banking, card centers and call centers when designing and implementing sales or promotion activities. This can apply to activities in different formats and for different target customer groups
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the characteristics of different sales and service channels Be able to: <ul style="list-style-type: none"> • Evaluate the capacity and functionalities of different sales and services delivery channels in order to design sales or promotion activities • Evaluate the strengths and limitations of different sales and service delivery channels in launching different sales related programs and choose the channels which can match with the products / services to be promoted 2. Set annual sales targets for each channel Be able to: <ul style="list-style-type: none"> • Analyse the financial behaviors and needs of bank customers, including the utilization record of different channels, segmentation data, demographics, survey research and modeling etc. • Analyse the sales plans of the bank and assign appropriate responsibilities and goals to different sales and service delivery channels in accordance to their characteristics and nature of different products and services • Develop business and performance targets of different sales and service channels in order to enhance the sales performance of different channels 3. Design sales and promotion activities for different channels Be able to: <ul style="list-style-type: none"> • Assist the design and implementation of new channel programs and product introduction programs • Formulate plan to strengthen targeted marketing strategies and deepen customers and prospect relationships based on the financial behavior of customers • Liaise and determine levels of support required by different channels in each of the sales and promotion activities 4. Identify and allocate resources required by sales teams in different channels Be able to: <ul style="list-style-type: none"> • Allocate training, sales promotion related materials and marketing funds to sales and service teams of different channels • Provide data to help identify sales barriers and specific problem areas, and help in correcting these problems 5. Design specialized tools to evaluate sales effectiveness of different channels Be able to: <ul style="list-style-type: none"> • Conduct performance assessment for individual sales and service channel to identify their strengths, weaknesses, strategies for improvement, and to provide other recommendations • Provide tools and techniques necessary for sales and service channels to measure their performance and potential

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Assessment Criteria	The integral outcome requirements of this UoC are: <ul style="list-style-type: none">• The design of sales and promotional plans, which includes: annual sales targets, sales and promotional activities, resources allocation and evaluation tools for different sales and services channels. The design should be based on analysis on the characteristics and functions of different channels
Remark	