

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.3 Sales Cycle Management

Title	Track and monitor sales activities
Code	107526L5
Range	Track and monitor sales activities in every step of the entire sales cycle by tracking and analyzing records which include but not limited to information of customers, products and transactions. This applies to the sales of products and services of any kind and of different volume
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> Analyse factors critical to sales performance Be able to: <ul style="list-style-type: none"> Evaluate the sales cycle and outline information needed to be tracked for the purpose of facilitating sales activities Master up-to-date knowledge of sales tracking in retail banking sector and apply the knowledge to evaluate the strengths and weaknesses of different methods Build tracking system to ensure critical information for monitoring sales activities are collected Be able to: <ul style="list-style-type: none"> Build tracking systems that link between internal information and marketplace to provide insight into bank customers' purchasing behavior and preferences; hence to improve opportunities in increasing customer profitability and improving customer loyalty Take part in setting up and manage multi-channel sales tracking systems which cover important information to facilitate sales activities Design suitable methods to collect or capture relevant data in the sales cycle by using specialized knowledge in selling retail banking products Monitor sales activities and give immediate advice in selling Be able to: <ul style="list-style-type: none"> Manage, track and analyse both special sales campaigns and ordinary sales figure of individual products Provide advice as and when required when follow through the progress of a sale at each step of the cycle from lead to opportunity to final sale Make ad hoc changes in sales modes and vehicles after analyzing the tracking data Evaluate and fine tune the sales programme or promotional activities by using strategic and up-to-date data collected from the tracking
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> Building of tracking system which covers critical information about sales activities based on analysis on the information needs on facilitating sales activities Monitoring of the sales activities and provide recommendations when necessary after analyzing data on sales performance
Remark	