Specification of Competency Standards for the Retail Banking
<div align="center">**Unit of Competency**</div>

Sales and Relationship Management > 8.4 Sales Team Management

Title	Perform retail banking sales forecasting
Code	107533L6
Range	Forecast retail banking annual sales figures in different business area. The analysis includes forecast of individual product and service, channel, customer segment and geographic location
Level	6
Credit	4

Competency	Performance Requirements
	1. Master expertise knowledge and technical research skills in sales forecast
	     Be able to:
	  • Master latest best practice of sales forecast and research methodologies and integrate the techniques with existing approach
	  • Evaluate the principles and common methods in conducting sales forecast and select an appropriate approach
	  • Analyse the situation and determine the most suitable approach for sales forecast analysis
	2. Analyse different factors and discern their influence on sales performance
	     Be able to:
	  • Conduct research on information from sales, customer and financial sources for a complete picture of sales performance
	  • Perform different analyses to identify influence on sales performance, which include analyses on sales and margin performance by channel, trends in channel utilization, products / services features, customers characteristics and comparison of channel performance by customer segment
	3. Forecast the sales figures of different products and services by constructing a sales forecast model for the bank
	     Be able to:
	  • Develop valid assumptions by scanning the market environment, availability of resources, product competitiveness and obstacles foreseen so that sales forecast can be projected accurately
	  • Develop a formula for sales forecast to outline factors affecting sales volume and their respective weight by drawing conclusion from incomplete and inconsistent data
	  • Make accurate sales forecast for individual channel by evaluating the effectiveness of various sales channels of the bank, gauging channel growth and comparing their performance
	  • Monitor and act on individual opportunities to accurately forecast current and future period revenues

Assessment Criteria	The integral outcome requirements of this UoC are: • Presentation of sales forecast analyses which provide useful data for planning sales and marketing activities. The forecast should contain analyses of information collected from different sources. Conclusion are drawn from incomplete and inconsistent information to provide solid rationale for explaining the projection of different figures
Remark	