Specification of Competency Standards for the Retail Banking
Unit of Competency

Sales and Relationship Management > 8.4 Sales Team Management

Title	Employ different approaches to disseminate latest product and market information
Code	107538L4
Range	Update all staff in selling functions including sales, sales support and administration, the latest information which will affect their job. Information include but not limited to changes in regulations, information on products and services of the bank, updates of market trends etc.
Level	4
Credit	3

Competency	Performance Requirements
	1. Master information which is critical for the task of selling
	    Be able to:
	• Analyse changes in the global economy in general and the development of banking industry in specific
	• Keep abreast of the product development of the bank
	• Keep abreast of the changes in the preference of bank customers and diagnose their impacts on the bank's sales activities
	2. Identify information required by different sales staff according to the job responsibilities
	    Be able to:
	• Locate useful information and help sales staff to acquire knowledge in
	    • Financial industry and bank products
	    • Changes in the banking industry and product development of own bank
	    • Legislative, regulatory and the requirements of the banking industry
	    • Elaboration of the bank's policies and the rationale
	    • Product benefits, advantages and other potential issues tied in with various types of customer
	3. Employ different activities to disseminate information related to sales staff
	    Be able to:
	• Organise activities to disseminate information to sales staff such as
	    • Meetings
	    • Product briefing sessions
	    • Training programs etc.

Assessment Criteria	The integral outcome requirements of this UoC are: • Provision of useful and timely information which helps sales staff to carry out their job responsibilities more effectively. The information provided is able to display an accurate understanding of the responsibilities of different sales job positions and their unique needs
Remark	