

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.4 Sales Team Management

Title	Execute regular sales planning activities
Code	107539L4
Range	Plan and manage sales activities through different channels. It includes a wide range of retail banking products and services selling at different targeted market segments
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master knowledge and skills in preparing and executing sales meetings <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Has ample knowledge and master the methodology in conducting sales meetings • Monitor, motivate, and evaluate the performance of sales team members • Prepare a comprehensive sales meeting agenda which allows for dialogue, collaboration and interaction regarding the competition, pricing, territories and sales strategy in accounts 2. Execute sales meetings <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Create the right atmosphere by ensuring the sales meetings are focused and constructive; add value by helping the team better able to close business and have shared ownership • Stretch and challenge team members' skills during the meetings to keep them sensitive and effective in identifying customer needs and turn them into selling opportunities • Recognize the tough challenge of the sales team, provide support and build motivation into every team meeting • Communicate and have individual team members to report on their sales update, activity update and pipeline (progress of on-going sales activity) update 3. Develop different methods and sales channels to enhance performance of the team <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Set and maintain a high standard of sales discipline in terms of qualitative and quantitative measures for the sales team • Explore and develop new acquisition channels • Lead team members to execute efficient acquisition activities including innovative means through digital channels • Evaluate and analyse the performance of different sales channels • Take steps to ensure all related team members contribute their greatest effort and honestly in working towards the planned team goals
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Prepare sales team meetings and plan sales activities systematically; stretch and challenge team members capability in generating business • Develop innovative approaches and channels of sales acquisition
Remark	