

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 9. Sales and Relationship Management
(Key Function – 9.1 Sales Strategies and Implementation Plan Formulation)

Title	Analyse sales strategies of competitors
Code	109486L5
Range	Analysing competitor intelligence to facilitate strategy development of the bank. This applies to strategy development in enterprise banking business and across different geographical locations.
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Demonstrate thorough understanding of the banking industry including common business models, typical structure of a bank, customer segmentation, products and services, etc. in order to interpret competitor information accurately; • Apply the expertise in banking industry to evaluate trends and development in the banking industry and evaluate the impacts on the competitive landscape. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct analysis on the competitive landscape to understand the relative strengths of different competitors; • Conduct analysis on the revenue stream of different banks in order to identify major competitors of the bank who are competing for the same segments of clients; • Compare the existing offerings of the bank and other competitors in order to find out the unique selling point of the bank. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Design competitive intelligence system of the bank and develop the plan in collecting useful data from different channels; • Review positioning and sales strategies of the bank in accordance with the strengths of the bank and ensure the repositioning initiatives are coping with the bank's corporate social responsibilities; • Keep updated with the new strategies or activities by the competitors and respond to the competition promptly.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of strategies to combat market competition. These should be based on comprehensive evaluation of competitors' information and analysis on the strengths of the bank.
Remark	