

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	Develop sales plan and implementation details for different teams
Code	109488L5
Range	Develop sales plan for each individual sales team. This applies to the sales of diverse products and services in different targeted market segments.
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"> • Apply the knowledge and theories in sales and marketing to evaluate the management’s strategic objectives and business goals; • Demonstrate knowledge and understanding in sales and marketing by evaluating the products and services offered by the bank and estimate their contribution to the business goals; • Demonstrate thorough understanding and implementation capability by applying the high-level conceptual selling techniques to translate long term vision into practical business strategic goals. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse past records and existing resources in order to formulate actions to achieve the assigned sales targets; • Develop sales plan to execute the strategies adopted by the bank which covers the following details: <ul style="list-style-type: none"> ○ High level descriptions on how to achieve the sales targets; ○ Breakdown of the high-level sales plan into well-conceived sales action scheme; ○ Specify the responsibilities, timeliness and performance measures of different parties involved; • Develop key measurements that can be used to mark the progress of sales plan to provide feedback to the sales force; • Provide the sales force a clear tactical plan that is in alignment with the strategic objectives of the management. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Develop checking measures to anticipated obstacles in order to facilitate the effective implementation of the sale plan; • Develop proposal on sales incentive plans with liaison with relevant parties; • Analyse the possibility and practicality of sales plan with the sales force; invite members’ comments for further enhancement and assign realistic goals.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • A sales plan with specific steps in meeting the sales targets and contingency plan so that both management and fellow staff can understand actions needed to be taken. The sales plan should be based on analysis on the bank’s strategies and available resources, etc.

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