

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 9. Sales and Relationship Management
(Key Function – 9.2 Pre-Sale Management)

Title	Conduct pipeline management
Code	109492L5
Range	Tracking and monitoring the sales pipeline of the bank to improve sales effectiveness. This applies to sales pipeline of different segments of enterprise clients and different products.
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"> • Understand different sales concepts and techniques by apply them to evaluate the effectiveness in selling in order to manage the sales pipeline; • Demonstrate application of sales pipeline management techniques by monitoring sales activities and pipeline progress after each contact with customers; • Apply selling skills and in-depth product knowledge to evaluate features of products and services offered by the bank in order to provide suggestions on selling approach. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Design the framework and criteria for qualifying prospects to ensure the quality of prospect and alignment with the bank’s objective; • Manage the sales cycle by evaluating the progress in developing relationship with prospects and identify the reasons when the situations are not as expected; • Review progress of cases in the sales pipeline and analyse the background and needs of different clients in order to develop customized measures to maximize business opportunities; • Provide recommendations in developing the overall sales strategies by analysing opportunities and challenges identified in the sales pipeline. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse the long-term benefits (e.g. projection of future business opportunities, referrals of other clients) that can be brought by the prospects to determine amount of resources to be invested to nurture the prospects; • Direct and coordinate with different teams in order to provide resources and expertise to provide solutions to the opportunities identified; • Analyse potential value of each prospect in order to conduct prioritization on business opportunities while their needs could be met; • Evaluate unsuccessful cases and identify learning points for future planning.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of overall sales strategies by analysing potential benefits of different businesses, objectives of the bank and learning points from past experience, etc.; • Monitoring of sales progress in order to design suitable measures to enhance sales effectiveness. These should be based on tracking of sales progress and evaluation of the background, needs and value contribution of each client.

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Remark	
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