

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 9. Sales and Relationship Management
(Key Function – 9.3 Business Pitching)

Title	Negotiate with the clients to finalize the customized financial solutions
Code	109504L5
Range	Negotiating with clients to finalize all details included in the solutions as offered by the bank. This applies to large volume and complicated business in enterprise banking which requires customized solutions. It may sometimes involve originating, structuring, underwriting, executing and syndicating a wide variety of capital-raising transactions across international capital markets.
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 professional knowledge in business negotiation by evaluating different negotiation strategies and theories in consumer psychology and applying them aptly according to the situations; • Demonstrate professional knowledge in corporate and commercial lending to assess the counter offers proposed by clients. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Assess the bottom line of prospects (i.e. must have, should have, nice to have) in order to propose a compromise solution; • Determine the bottom line of the bank and develop different concessions alternatives with an attempt to maximize the bank's outcomes; • Evaluate the position of the bank and client by estimating the risks exposure faced by the bank and evaluating against its risk tolerance ability when restructuring the position; • Anticipate the potential concerns and objections of the prospects in order to develop possible counter-solutions to pre-empt their concerns. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Be client focused and identify the negotiation styles of prospects to adapt to their styles while planning the negotiation strategies; • Address actual client needs during negotiation and employ influencing and persuasive skills to provide compelling reasons to facilitate the decision-making process of clients; • Be well prepared in coordination with different technical specialists to restructure the proposal according to clients' needs, if necessary; • Determine when to withdraw from the negotiation if a feasible / profitable deal cannot be achieved and conduct the closure professionally and tactfully.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Agreement on structure of the credit facilities, terms and conditions of the contracts which can provide maximum value and protection to the bank. The agreement should be based on evaluation of the expectations and requirements of the bank and clients as well as risk tolerance ability of the bank.

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Remark	
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