

**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               | Gain mutual agreement and close the deal  |
| Code                | 109505L5  |
| Range               | Presenting and gaining agreement on the final proposal with client's concerns addressed and options revised in order to close the deal. This applies to different kinds of lending related to standard loan products and services including but not limited to accounts receivable financing, invoice factoring, global trade financing and asset-based lending granted to general enterprise banking customers.  |
| 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"> <li>• Demonstrate professional knowledge in business negotiation by applying the knowledge to evaluate different negotiation strategies and theories in consumer psychology in order to apply them aptly according to the situations;</li> <li>• Demonstrate product knowledge and analytical skills by evaluating the features of different banking products in order to assess the counter offers proposed by clients.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Present the solutions with client's perspectives addressed and explain how the issues were tackled;</li> <li>• Specify terms and conditions of the business proposal clearly with detailed breakdowns and rationale and ask for client's agreement;</li> <li>• Address actual client needs during agreement seeking process and employ influencing and persuasive skills to provide compelling reasons to facilitate the decision-making process of clients;</li> <li>• Anticipate the potential concerns and objections of the prospects in order to develop possible solutions to pre-empt their concerns.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate full consideration of all aspects of client's concerns when proposing options for final agreement;</li> <li>• Assess precisely and realistically the benefits and costs of each business option for gaining business agreement.</li> </ul> |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Agreement on terms and conditions of the contracts which can provide maximum value and protection to the bank and the clients. The agreement should be based on evaluation of the expectations and requirements of the bank and clients.</li> </ul>  |
| Remark              |   |