

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	Design and implement client's profile and sales record analytics
Code	109506L5
Range	Design and execution of analysis on client information of the bank in specific business area or operation unit. This includes all information related to bank's existing clients such as directorate personal information, business information, credit history, transaction record and service reports etc.
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 sufficient knowledge in client's profile analysis by applying it to evaluate different kinds of client information and assess the use in bank's business and operations; • Understand the market development to evaluate the up-to-date methods of information management in order to select a suitable approach for the bank. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Develop and implement systems to record sales activities from initial client contact to successful close of a banking transaction; • Build basic systems and practices of constructing client profile and sales record to help analyse financial standings of clients; and translate data into client needs. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Review and continuously re-develop the methods in the maintenance of client transaction record to facilitate forecasts anticipated revenue by a variety of date ranges, i.e. monthly, quarterly, annually; • Think out of the box by re-designing the template of reports and presentation format of statistics to serve as input for client relationship management plan.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision on data management systems and report format which is able to report accurate and timely client information. The design of the systems is based on an accurate understanding of the needs of different parties and allows an effective and efficient recording, storage and retrieving of client information.
Remark	