

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	Provide information on clients' needs for solution development
Code	109507L4
Range	Cooperating with product specialists by providing useful information on client's needs for developing product solutions. This applies to both standardized range of products and customized services structuring in enterprise banking.
Level	4
Credit	3 (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 the bank's products and services of different business areas (e.g. enterprise banking, corporate commercial banking, private banking, investment banking, treasury) in order to identify clients' needs; • Understand basic concepts in financial engineering and financial product development in order to communicate with product specialist about the needs of prospects. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct different types of analyses in order to understand clients' business operations and their respective financial needs; • Communicate with product specialists about the needs of prospects and provide them with necessary information in order to develop the products; • Capture the key characteristics of clients and keep product specialists updated about the changing business conditions and financial needs of prospects; • Conduct suitability analysis in order to ensure the products designed / selected are in accordance with financial conditions and needs of prospects. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Take actions to ensure the outcome of the product solution development process meets the requirements of both the timeline and budget which tied in with client's needs; • Provide proactive and customised services to create and deliver value for clients when structuring product solution.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of clients' information to facilitate the process of products development. The information provided should be able to help product specialists to understand clients' financial needs in order to ensure the products developed can match with the needs of clients.
Remark	