Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 9. Sales and Relationship Management
(Key Function – 9.5 Sales Team Management)

Title	Perform sales forecasting for enterprise banking
Code	109520L6
Range	Conducting sales forecast of annual sales figures in a particular business area. The analysis includes forecast of individual product and service, channel, customer segment and geographic location.
Level	6
Credit	4 （For Reference Only）
Competency	Performance Requirements 1. Knowledge in the Subject Area Be able to: • Master latest best practice of sales forecasting and research methodologies and apply the knowledge to integrate with the existing approach; • Possess the technical research skills and apply it to evaluate the principles and common methods in conducting sales forecast and select an appropriate approach; • Possess analytical power and apply the skills to assess the situation and determine the most suitable approach for sales forecast analysis. 2. Applications Be able to: • Conduct research on information from sales, customer and financial sources for a complete picture of sales performance; • Perform different analysis to identify influence on sales performance, which include analyses on sales and margin performance by channel, trends in channel utilization, product / services features, customers' characteristics and comparison of channel performance by customer segment. 3. Professional Behaviour and Attitude Be able to: • Develop valid assumptions by scanning the market environment, availability of resources, product competitiveness and obstacles foreseen so that sales forecast can be projected accurately; • Develop a formula for sales forecast to outline factors affecting sales volume and their respective weight by drawing conclusion from incomplete and inconsistent data; • Make accurate sales forecast for individual channel by evaluating the effectiveness of various sales channels of the bank, gauging channel growth and comparing their performance; • Monitor and act on individual opportunities to accurately forecast current and future period revenues.
Assessment Criteria	The integral outcome requirements of this UoC are: • Presentation of sales forecast analysis which provides useful data for planning sales and marketing activities. The forecast should contain analysis of information collected from different sources. Conclusion is drawn from incomplete and inconsistent information to provide solid rationale for explaining the projection of different figures.
Remark	