

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	Develop implementation plan to achieve sales target
Code	109522L5
Range	Development of sales plan for each individual sales team. This applies to the selling of different products and services in different targeted market segments.
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"> • Possess the knowledge of the bank’s strategic direction and evaluate the strategic management objectives and business goal; • Understand the strategic development direction of the bank and based on that to translate long term vision into practical business strategic goals. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse past records and existing resources in order to formulate actions to achieve the assigned sales targets; • Develop sales plan to execute the strategies adopted by the bank which covers the following details: <ul style="list-style-type: none"> ○ High level descriptions on how to achieve the sales targets; ○ Breakdown of the high level sales plan into well-conceived sales action scheme; ○ Specify the responsibilities, timelines and performance measures of different parties involved; • Evaluate the products and services offered by the bank and estimate their contribution to the business goal; • Develop sales incentives to motivate staff and drive their performance towards sales targets; • Develop key measurements that can be used to mark the progress of sales plan to provide feedback to the sales force. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Develop checking measures to anticipated obstacles in order to facilitate the effective implementation of the sales plan; • Develop alternative solutions to sales challenges by applying a disciplined problem solving approach; • Carry out open communication with co-workers by providing the sales force a clear tactical plan that is in alignment with the strategic objectives of the management; • Develop proposal on sales incentive plans with liaison with relevant parties to obtain their agreement; • Analyse the possibility and practicality of sales plan with the sales force; invite members’ comments for further enhancement and realistic goals assignment.
Assessment Criteria	The integral outcome requirements of this UoC are:

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	<ul style="list-style-type: none">• A sales plan with specific steps in meeting the sales targets and contingency plan so that both management and fellow staff can understand actions needed to be taken. The sales plan should be based on analysis on the bank's strategies and available resources, etc.
Remark	