

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 sales related competencies of the sales force
Code	109526L5
Range	Equipping staff with necessary skills to perform sales activities. This applies to all sales staff who are selling different products and services at 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"> • Understand the different techniques in planning and conducting sales training and choose an appropriate method according to the situation; • Understand the preference of clients and know the key factors of successful selling approaches; hence to apply them to evaluate different commonly used selling techniques and identify the pros and cons of each in accordance with the bank's unique business environment; • Understand the features of different products and services of the bank to identify suitable selling approaches; • Possess the knowledge of the bank's sales strategies and analyse the overall sales plan of the bank and sales targets for individual or team in order to determine the sales approaches and respective skill requirements. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate expected and actual achievement of the sales teams and channels by analysing reports on sales target achievement of individual sales team member, and benchmark reports to identify improvement areas of different parties; • Encourage / facilitate best practice sharing to enhance sales staff's performance; • Analyse report data to identify factors that contribute to under-performance and proactively develop performance improvement plans; • Use a wide range of specialized methods to identify training needs of different teams. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Create a business specific practice environment that can help sales staff to build product knowledge, face-to-face selling skills and account management skills; • Direct sales staff to practice selling skills at training courses, sales team meetings and other team-based learning sessions with co-workers hence to improve their confidence and effectiveness when dealing with customers; • Provide appropriate learning solutions based on improvement needs and learning styles of individual staff hence to facilitate their career growth; • Recognize and encourage specific behaviours of sales staff that correlate with their sales effectiveness.
Assessment Criteria	The integral outcome requirements of this UoC are:

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	<ul style="list-style-type: none">• Provision of training or other kinds of learning opportunities which equips sales staff with new knowledge or new skills. The design of training demonstrates an accurate understanding of work, needs and learning styles of different groups of sales staff.
Remark	