

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	Employ different approaches to disseminate latest product and market information
Code	109528L4
Range	Updating team members in selling functions including sales, sales support and administration with the latest information which will affect their job information include but not limited to changes in regulations, information on products and services of the bank, updates of market trends etc.
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 changes in the global economy in general and the development of banking industry in specific; • Comprehend the product development process of the bank and have the updated information to share with sales team members; • Possess the knowledge of the preference of bank clients; identify the changes on their appetite; and diagnosis their impacts on the bank's sales activities. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Identify useful information required by the sales staff and help them to acquire knowledge in: <ul style="list-style-type: none"> ○ Financial industry and bank products; ○ Changes in the banking industry and product development of own bank; ○ Legislative, regulatory and the requirements of the banking industry; ○ Elaboration of the bank's policies and the rationale; ○ Product benefits, advantages and other potential issues tied in with various types of customer; • Organize activities to disseminate information to sales staff such as: <ul style="list-style-type: none"> ○ Meetings; ○ Product briefing sessions; ○ Training programs etc. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Explain to all parties involved to ensure they are clear about and commit to the implementation of the marketing strategy / business plan / promotional programme; • Use different to disseminate latest product and market information to the sales staff regularly.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of useful and timely information which helps sales staff to carry out their job responsibilities more effectively. The information provided is able to display an accurate understanding of the responsibilities of different sales job positions and their unique needs.

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Remark	
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