

Investment Platform > Product Development and Launching

Title	Provide product information to support the sales process
Code	106812L4
Range	Participate in the sale process by providing product knowledge. This applies to the marketing of different kinds of products.
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Review sale process in product launch <p>Be able to:</p> <ul style="list-style-type: none"> • Understand the technical features of products in order to handle enquiries from internal and external clients independently • Review the sale process or approaches in order to identify support required by sales team 2. Present product information to clients <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct presentation or training on new products or existing products for transferring knowledge to clients according to the their needs and knowledge level • Handle clients' enquiries related to features of the products 3. Provide assistance and support to sales staff <p>Be able to:</p> <ul style="list-style-type: none"> • Perform site visit to ensure sales staff understand all the risks derived from the process of product sales • Ensure proper sales process is in place • Answer enquires from sales staff related to product information and sales procedures
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Presentation of product information to clients. The presentation should cover essential materials for clients to evaluate the products. Moreover, the presentation format should be compliance approved and tailored to different target clients so that they can understand the information easily and accurately. • Provision of assistance to other sales staff in order to ensure that correct information is conveyed to clients.
Remark	