

Client Management, Advisory and Support > Client Prospecting

Title	Conduct sales pipeline management
Code	106848L5
Range	Tracking and monitoring the sales pipeline of the bank to improve sales effectiveness. This applies to different segment of private banking clients.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Evaluate sales effectiveness                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate different concepts and techniques in selling in order to manage the sales pipeline</li> <li>• Capture sales activities and pipeline progress after each contact with customers</li> <li>• Evaluate features of products and services offered by the bank in order to provide suggestions on selling approach</li> </ul> </li> <li>2. Manage the sales cycles                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Design the framework and criteria for qualifying prospects to ensure the quality of prospect and alignment with the bank's objective</li> <li>• Evaluate the progress in developing relationship with prospects and identify the reasons when the situation are not as expected</li> <li>• Review progress of cases in the pipeline, analyze the background and needs of different clients in order to develop customized measures to maximize business opportunities</li> <li>• Provide recommendation in developing the overall sales strategies by analyzing opportunities and challenges identified in the pipeline</li> </ul> </li> <li>3. Maximize sales effectiveness                             <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Analyze the long-term benefits (e.g. project of future business opportunities, referrals of other clients) that can be brought by the prospects to determine amount of resources to be invested to cultivate the prospects</li> <li>• Direct and coordinate with different teams in order to provide resources and expertise to provide solutions to the opportunities identified</li> <li>• Analyze potential value of each prospect in order to conduct prioritization on business opportunities</li> <li>• Evaluate unsuccessful cases and identify learning points for future planning</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Development of overall sales strategies by analyzing potential benefits of different businesses, objectives of the bank and learning points from past experience, etc.</li> <li>• Monitoring of sales progress in order to design suitable measures to enhance sales effectiveness. These should be based on tracking of sales progress and evaluation of the background, needs and value contribution of each client.</li> </ul>
Remark	