

Client Management, Advisory and Support > Sales Team Management

Title	Update product knowledge of team members
Code	106870L4
Range	Update team members in selling functions including sales, sales support and administration, 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
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master information which is critical for the task of selling <p>Be able to:</p> <ul style="list-style-type: none"> • Keep abreast of changes in the global economy in general and the development of banking industry in specific • Keep abreast of the product development of the bank • Keep abreast of the changes in the preference of bank customers and diagnose their impacts on the bank's sales activities 2. Identify information required by different sales staff according to the job responsibilities <p>Be able to:</p> <ul style="list-style-type: none"> • Locate useful information and help sales staff 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 3. Employ different activities to disseminate information related to sales staff <p>Be able to:</p> <ul style="list-style-type: none"> • Organize activities to disseminate information to sales staff such as <ul style="list-style-type: none"> • Meetings • Product briefing sessions • Training programs etc.
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.
Remark	