

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Marketing

Title	Design sales kits for products
Code	105498L4
Range	This unit of competency is applicable to those who are responsible for designing presentation kits for specific products or product classes. It involves highlighting of key benefits of products to set apart the products from competitions.
Level	4
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in product promotion <ul style="list-style-type: none"> • Understand corporate marketing strategy • Understand corporate marketing communication strategy • Achieve good level of sales writing skills • Comprehend value proposition, features of products, product classes and associated services 2(a). Develop product presentation <ul style="list-style-type: none"> • Identify selling points, e.g. key benefits, of products/product classes • Develop presentation contents to communicate features of the product(s)/product classes and associated services • Produce presentation with appropriate levels of details to ease customers' understanding of product(s)/product class(es) • Ensure formats, language, writing style of presentation are consistent with creative framework • Ensure presentation complies with regulatory and ethical requirements • Ensure presentations have originality and impact to set apart the products/product classes and associated services from competitions • Produce presentations on time 2(b). Review presentations <ul style="list-style-type: none"> • Provide presentation in appropriate formats to facilitate product promotions • Review presentation in light of staff and customer feedbacks. 3. Design effective product sales presentation that can effectively distinguish products <ul style="list-style-type: none"> • Develop elements of sales presentation that highlight selling points for product to set it apart from competition • Create a presentation that is original • Create presentation that complies with regulatory and ethical requirements • Review presentation regularly based on staff and customer feedback • Revise details with accurate and up-to-date information.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to design original presentation that distinguishes the product from its competition • Able to develop presentation in compliance with regulatory and ethical requirements • Able to revise presentation with update information • Able to review presentations in light of staff and customer feedbacks.
Remark	This unit of competency is also applicable to general insurers and life insurers.