

Specification of Competency Standards for the Retail Banking

Unit of Competency

Sales and Relationship Management > 8.3 Sales Cycle Management

Title	Perform sales leads management
Code	107527L4
Range	Follow up sales leads generated in order to sell products and services of the banks
Level	4
Credit	3
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Understand the characteristics of sales leads <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Organise and compile the information on sales leads in details by specifying their demographic characteristics, interests, consumer behavior etc. • Apply the product / customer needs matching approach to categorize the leads for achieving a higher success rate in the sales leads follow up activities 2. Identify business opportunities by applying different tools <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Capture, manage and nurture marketing inquiries in order to obtain sufficient information about the potential customers for qualifying the sales leads • Use customized tools of the bank to qualify and score leads and analyse the results according to the bank's guidelines 3. Follow up selling opportunities by applying suitable selling skill <ul style="list-style-type: none"> Be able to: <ul style="list-style-type: none"> • Take immediate follow-through actions to address the business opportunities by applying suitable procedures as stated in the bank's guidelines • Turn inquiries and leads into sales through inquiry handling, response management and business-to-business sales leads management • Communicate with prospective customers in accordance to the bank's guidelines and professional ethics
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Qualification of sales leads by collecting and analyzing relevant information by applying the bank's guidelines • Completion of follow-up activities of sales leads by applying suitable bank's guidelines and procedures according to the situations
Remark	