

## Specification of Competency Standards for the Retail Banking

### Unit of Competency

#### **Sales and Relationship Management > 8.4 Sales Team Management**

Title	Manage and evaluate sales performance
Code	107536L5
Range	Evaluate sales performance for each individual branch, product team or sales team. This applies to teams selling different products and services at different targeted market segments
Level	5
Credit	4
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Analyse factors affecting sales performance           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Evaluate information about sales, customers, sales teams, and products for a complete view of the sales performance</li> <li>• Analyse pricing experiment in selected customer segments to determine if changes in pricing could impact sales volume and profit</li> <li>• Evaluate customer profitability, buying behavior, product mix, product and service delivery, and cross-selling and up-selling opportunities in order to analyse sales performance</li> </ul> </li> <li>2. Monitor sales performance by selecting suitable monitoring methods in different situations           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Monitor product sales by geographic location, customer segment and seasonality</li> <li>• Plan account management activities to monitor sales effectiveness. These activities include:               <ul style="list-style-type: none"> <li>• Sales call reporting</li> <li>• Sales pipeline management</li> <li>• Performance measurement for sales team and individual sales staff</li> </ul> </li> </ul> </li> <li>3. Analyse sales performance data           <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Analyse sales expenses vs. revenue generated, forecast accuracy, and sales team profitability to determine sales effectiveness</li> <li>• Conduct accurate analysis to gain complete insight into different financial products and product lines' profitability</li> <li>• Use graphical analysis to quickly assess actual sales performance vs. targets and sales management forecasts</li> <li>• Associate sales data with financial, marketing and customer information to identify existing gaps in achieving sales effectiveness</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• An evaluation of sales related statistics of individual team which accurately depicts the sales effectiveness. The evaluation identifies the improvement areas and displays analyses of different sources of information</li> </ul>
Remark	