

# Specification of Competency Standards for the Retail Banking

## Unit of Competency

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

Title	Develop sales related competences of sales force
Code	107537L5
Range	Equip staff with necessary skills to perform sales activities. This applies to all sales staff who are 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>Evaluate information related to sales training <ul style="list-style-type: none"> <li>Be able to: <ul style="list-style-type: none"> <li>Understand the different techniques in planning and conducting sales training and choose an appropriate method according to the situation</li> <li>Evaluate different commonly used selling techniques and identify the pros and cons of each in accordance to the bank's unique business environment</li> <li>Understand the features of different products and services of the bank to identify suitable selling approaches</li> <li>Analyse the overall sales plan of the bank and sales targets for individual or team in order to determine the sales approaches and respective skill requirements</li> </ul> </li> </ul> </li> <li>Use a wide range of specialized methods to identify training needs of different teams <ul style="list-style-type: none"> <li>Be able to: <ul style="list-style-type: none"> <li>Evaluate expected and actual achievement of the sales teams and channels by analyzing reports on sales target achievement of individual sales team member, and benchmark reports to identify improvement areas of different parties</li> <li>Analyse report data to identify factors that contribute to under-performance so as to proactively develop performance improvement plans</li> </ul> </li> </ul> </li> <li>Select and design appropriate learning opportunities to customize to different contexts and audience <ul style="list-style-type: none"> <li>Be able to: <ul style="list-style-type: none"> <li>Create a business-specific practice environment that can help sales staff to build product knowledge, face-to-face selling skills and account management skills</li> <li>Direct sales staff to practice selling skills at training courses, sales team meetings and other team based learning sessions with coworkers hence to improve their confidence and effectiveness when dealing with customers</li> <li>Provide appropriate learning solutions based on improvement needs and learning styles of individual staff</li> <li>Measure the effectiveness of learning on improving behavior in selling and evaluate sales results of learners by tracking the sales results prior to the learning and measuring the post learning sales performance</li> <li>Recognize and encourage specific behaviors of sales staff that correlate with their sales effectiveness</li> </ul> </li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>Provision of training or other kinds of learning opportunities which equips sales staff with new knowledge or new skills. The design of training demonstrates an accurate understanding of work, needs and learning styles of different groups of sales staff</li> </ul>
Remark	