

MARKET BANK PRODUCTS

UNIT CODE: BUS/OS/BF/CR/02/6/A

UNIT DESCRIPTION

This unit specifies the competencies required to market bank products. It involves identifying potential customer, identifying customer need and closing the sale.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function (to be stated in active)	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements (to be stated in passive voice) <i>Bold and italicized terms are elaborated in the Range</i>
1. Identify potential customer	1.1 Data mining is performed as per bank details 1.2 Referrals are identified as per organizational procedures 1.3 New customer is visited as per banking policy 1.4 Cold calls are conducted as per banking policy
2. Identify customer need	2.1 Customer banking products are identified as per customer details 2.2 Customer business industry is established as per customer details 2.3 <i>Customer social status</i> is established as per banking policy 2.4 Customer product gap is identified as per customer details
3. Close the sale	3.1 Customer need are matched with product as per banking procedures 3.2 Customer are informed on product options as per banking procedures 3.3 Customer are advised on product needs as per banking procedures 3.4 <i>Sale</i> is documented as per banking policy

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environments and situations that will affect performance.

VARIABLE	RANGE
1. Customer social status may include but not limited to:	<ul style="list-style-type: none"> • Employment details • Marital status • Education details • Dependency
2. Sale may include but not limited to:	<ul style="list-style-type: none"> • Account opening • Credit application • Debt cards • Credit cards • Mobile banking

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required Skills

The individual needs to demonstrate the following skills:

- Analytical
- Critical thinking
- Communication
- Negotiation
- Persuasive
- Selling

Required Knowledge

The individual needs to demonstrate knowledge of:

- Cash handling
- Bank product
- Market niche
- Business competitors

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	<p>Assessment requires evidence that the candidate:</p> <p>Demonstrated ability to;</p> <p>1.1 Identify potential customer</p> <p>1.2 Identify customer need</p>
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	1.3 Close the sale
2. Resource Implications	The following resources should be provided: 2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place
3. Methods of Assessment	Competency in this unit may be assessed through: 3.1 Written tests 3.2 Oral questioning 3.3 Third party reports 3.4 Case studies
4. Context of Assessment	Competency may be assessed 4.1 Off the job 4.2 on the job 4.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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