

BANK PRODUCTS

UNIT CODE: BUS/CU/BF/CR/02/6/B

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Market Bank Products

Duration of Unit: 160 Hours

Unit Description

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

Summary of Learning Outcomes

1. Identify potential customer
2. Identify customer need
3. Close the sale

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Identify potential customer	<ul style="list-style-type: none">• Grooming etiquette• Types of customers• Market niche• Selling techniques• Referral actualization• Cross-selling	<ul style="list-style-type: none">• Written tests• Observation• Oral questions• Third party report
2. Identify customer need	<ul style="list-style-type: none">• Bank products• Funded• Non-funded• Types of customer needs• Importance of identifying customer needs.• Pros and cons of different products• Matching customer needs with the bank products.	<ul style="list-style-type: none">• Written tests• Observation• Oral questions• Third party report
3. Close the sale	<ul style="list-style-type: none">• Negotiation• Methods of persuasion• Methods of closing sale	<ul style="list-style-type: none">• Written tests• Observation• Oral questions• Third party report

Suggested Methods of Instruction

- Project
- Demonstration by trainer
- Practice by the trainee
- Discussions
- Direct instruction
- Simulation
- On job training

Recommended Resources

- Writing materials
- Projector
- Computer
- Flip Chart/white board