

FSPFSSP01 – SQA Unit Code H5K9 04

Promote the organisation's additional financial services products and services



Overview

You will regularly update your knowledge of your organisations products and services in order to identify opportunities to promote additional products or services to your customer. You will ensure that your customer is provided with sufficient information, either by telephone or in writing, to enable them to make an informed decision about the products or services you are offering. It is important that when promoting additional products or services that you follow both your organisations and regulatory requirements. You will need to deal with customers efficiently and in a manner that promotes goodwill and use careful and appropriate questioning to obtain information from customers.

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Performance criteria

You must be able to:

- P1 Update and develop your knowledge of your organisations financial services products or services
- P2 Identify appropriate additional financial services products or services to promote to your customer
- P3 Identify opportunities to offer your customer additional financial services products and /or services to meet their demands and needs.
- P4 Provide information to customers which is accurate and sufficient for them to make an informed decision about the additional financial services products or services
- P5 Provide your customer with the opportunity to ask questions about the additional financial services products or services you are offering
- P6 Refer requests for information and advice which are outside your authority or competence to the relevant person promptly
- P7 Action your organisations procedures where your customer shows no interest in the additional financial services products or services
- P8 Secure your customer's agreement when interest is shown in the additional financial services products or services and take action to ensure their prompt delivery
- P9 Review your targets for the sale of financial services products or services regularly
- P10 Comply with legal requirements, industry regulations, including ethical standards and health and safety, organisational policies and professional code

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Knowledge and understanding

You need to know and understand:

- K1 The key features regarding your organisation's principal and additional products or services within your area of responsibility
- K2 Your organisation's sales process relevant to your area of responsibility
- K3 How to access relevant information about your organisation's products or services
- K4 The limits of your authorisation and responsibility when promoting your organisation's products and services
- K5 To whom customers should be referred for information or advice which is outside your authority or competence
- K6 Your organisation's requirements relating to the application of codes, laws and regulatory requirements, including ethical standards and health and safety as they impact on your activities
- K7 How to promote additional financial, services products or services when communicating with customers
- K8 The procedures and techniques for communicating with new and existing customers

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Additional Information

Behaviours

1. You pay attention to details that are critical to your work

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