

Unit: SP6 Promote the organisation's financial products and services

Overview

This Standard is about obtaining and recording information about customers, including their buying needs and any further action that is required, and whether a customer's interests suggest that there may be an opportunity for cross-selling in the future. You will have to establish a good business relationship with both existing customers and those new to the organisation by providing them with information, questioning them and clarifying their buying requirements. You will have responsibility for dealing with customers, either face to face or by telephone, and act as their first line of enquiry about how their needs might be met by your organisation. When you deal with requests from customers regarding mortgages, or regulated products and services, care should be taken to ensure that you act according to the requirements of the relevant codes and regulations.

Outcomes of effective performance

- SP6/O1 You identify appropriate opportunities to promote your organisation's products and services
- SP6/O2 You explain your role and how it will impact on the possible outcomes of the discussion clearly to the customer
- SP6/O3 You make the customer aware of the range of relevant products and services offered by your organisation
- SP6/O4 You provide information to customers which is accurate and meets their requirements
- SP6/O5 You inform the customer how they can obtain further information and advice
- SP6/O6 You refer requests for information and advice which are outside your authority to the relevant person promptly
- SP6/O7 You complete documentation accurately and in accordance with your organisation's procedures
- SP6/O8 You comply with legal requirements, industry regulations, organisational policies and professional codes

Behaviours which underpin effective performance

- SP6/B1 You deal with customer enquiries efficiently and in a manner that promotes goodwill
- SP6/B2 You use careful and tactful questioning to obtain information from customers
- SP6/B3 You pay attention to details that are critical to your work
- SP6/B4 You carry out tasks with due regard to your organisation's policies and procedures, including those covering health and safety at work
- SP6/B5 You comply with legal requirements, industry regulations and professional codes

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Knowledge and understanding

1. The key features regarding your organisation's principal products and services that are within your area of responsibility and authority for you to advise on
2. Your organisation's sales process relevant to your area of responsibility
3. Where relevant information regarding your organisation's products and services can be accessed
4. The limits of your authorisation and responsibility when promoting your organisation's products and services
5. To whom customers should be referred for information or advice which is outside your authorisation and/or responsibility
6. Your organisation's requirements relating to the application of codes, laws and regulatory requirements, including health and safety, as they impact on your activities
7. How to deal with enquiries and promote your organisation's products and services while dealing with telephone or face to face customers
8. The procedures and techniques for dealing with enquiries from both new and existing customers