

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - HEAD OF PRODUCT DESK/HEAD OF PRODUCT SALES					
<b>Sector</b>	Financial Services				
<b>Track</b>	Sales, After Sales, Distribution and Relationship Management				
<b>Occupation</b>	Product Specialist				
<b>Job Role</b>	Head of Product Desk/Head of Product Sales				
<b>Job Role Description</b>	<p>The Head of Product Desk/Head of Product Sales oversees and manages one or more financial products in the organisation, and is responsible for the provision of product advisory services to clients who request more in-depth product information. He/She also partners with other internal sales and product teams to develop expertise on financial products and drive solutioning and marketing efforts for clients.</p> <p>The Head of Product Desk/Head of Product Sales is decisive, able to develop collaborative relationships and can work and interact with a wide range of stakeholders. He also possesses strong product-oriented sales experience and acumen, as well as client management skills in order to deliver quality product advisory services.</p> <p>He is required to acquire specific product knowledge to perform the responsibilities of this role. Product knowledge required is dependent on the sub-sector and can include securities and investment products across all asset classes.</p>				
<b>Critical Work Functions and Key Tasks / Performance Expectations</b>	<b>Critical Work Functions</b>	Manage organisation's products	<b>Key Tasks</b>	<b>Performance Expectations (For legislated / regulated occupations)</b>	
					Ensure specialists have expertise on the range of financial products offered by the organisation
					Approve resource allocation for maintenance of financial product databases
					Develop sales strategies for financial products through collaborating with product marketing department
					Partner with product marketing department to set direction for financial product marketing
					Endorse pricing and revenue strategies for financial products
	Provide product advisory services	Oversee advisory support systems for operational efficiency and customer-centric culture	Ensure advisory procedures and documentation adhere to business processes and regulatory requirements	Communicate relevant and timely product-related information to customer networks	
					Monitor sales developments and conduct periodic reviews of sales strategies
					Liaise with key partners in other internal sales teams to ensure delivery on client requests and solutions
	Support product trading activities	Monitor market trends and identify appropriate investment strategies			
			Monitor sales developments and conduct periodic reviews of sales strategies		
			Liaise with key partners in other internal sales teams to ensure delivery on client requests and solutions		
	<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
Business Environment Analysis		Level 5	Leadership	Advanced	
Business Needs Analysis		Level 5	Decision Making	Advanced	
Business Opportunities Development		Level 5	Resource Management	Advanced	
Business Performance Management		Level 5	Problem Solving	Advanced	
Channel Management		Level 5	Transdisciplinary Thinking	Advanced	
Ethical Culture		Level 5			
People Performance Management		Level 5			
Pricing Strategy		Level 5			
Product Advisory		Level 5			
Product Design and Development		Level 5			
Product Management		Level 5			
Product Performance Management		Level 5			
Stakeholder Management	Level 5				

<b>Programme Listing</b>	For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a>
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The information contained in this document serves as a guide.