Assessment Requirements for FNSSAM422 Implement promotional strategies for financial products and services

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Modification History

Release	Comments
Release 1	This version first released with the FNS Financial Services Training Package Version 8.0. Supersedes and is equivalent to FNSSAM402 Implement a sales plan.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- implement at least one promotional strategy for a product or service.

In the course of above, the candidate must:

- analyse existing and planned organisational promotional strategies and incorporate suitable promotional and budgetary programs.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- range of products and services provided by the organisation
- legislation, regulation and codes of practice relating to providing financial products and services, including the requirement to act in the best interests of the customer
- techniques for building customer relations in promoting financial products and services
- types of promotional packages and distribution channels used to promote financial products and services
- key features of promotional strategies used for promoting financial products and services
- performance criteria used to measure the success of promotional strategy implementation.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- financial services product information
- organisational policies and procedures
- office equipment, technology, relevant software system and data and consumables.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe