



Australian Government

Assessment Requirements for FNSBNK402

Align banking products with the needs of small business customers

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with FNS Financial Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- analyse and segment the small business market and identify effective and commercially successful products to meet the varying needs of market segments
- construct effective communications campaigns and monitor their success
- meet the key performance indicators for small business engagement and business growth.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- analyse the key customer motivations, needs and wants
- compare and contrast financial products and services and their benefits and applications
- describe the key features of legislation and regulation relevant to small business customers, covering:
 - financial services reform
 - privacy
 - competition and consumer issues
 - company law
- outline the role of market research in aligning banking products and services to the needs of small business customers
- describe the key features of organisational systems, policy, procedures and protocols relevant to small business customers
- discuss the key principles of small business engagement and portfolio management.
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Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the banking field of work and include access to:

- office equipment, technology, software and consumables
- financial services product information
- organisational policy and practices for providing services to small business customers.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=c7200cc8-0566-4f04-b76f-e89fd6f102fe>