



**Australian Government**

# **Assessment Requirements for FNSBNK412**

## **Align banking products with the needs of small business customers**

**Release: 1**

## Assessment Requirements for FNSBNK412 Align banking products with the needs of small business customers

### Modification History

| Release   | Comments                                                                                                                                                                                                             |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Release 1 | <p>This version first released with the FNS Financial Services Training Package Version 8.0.</p> <p>Supersedes and is equivalent to FNSBNK402 Align banking products with the needs of small business customers.</p> |

### 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:

- identify and communicate benefits of at least one product or one service to meet the needs of at least three different small business customers.

In the course of the above, the candidate must:

- analyse and segment the small business market and identify product and service options
- construct effective communications campaigns of products or services in line with the customer's business requirements and goals, and monitor effectiveness
- meet the key performance indicators set with the customer for small business engagement and business growth
- comply with industry standards for ethical behaviour and act in the best interests of the customer.

### 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:

- customer's key business motivations, needs and goals
- standards for ethical behaviour when identifying suggested products and services for small business customers
- banking methods that can be customised to achieve the best interests of small business customers
- financial products and services and their benefits and applications
- key features of legislation and regulation relevant to small business customers and providing banking products to small business customers, including:

- financial services reform
- privacy
- competition and consumer issues
- company law
- role of market research in aligning banking products and services to the needs of small business customers
- key features of organisational systems, policies, procedures and protocols relevant to small business customers
- key principles of small business engagement and portfolio management.

## 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:

- office equipment, technology, software and consumables
- financial services product and service information
- small business customers requiring banking products and services
- organisational policies and practices for providing services to small business customers.

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>