



Australian Government

FNSBNK412 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 the FNS Financial Services Training Package Version 8.0. Supersedes and is equivalent to FNSBNK402 Align banking products with the needs of small business customers.

Application

This unit describes the skills and knowledge required to diagnose small business customer needs and identify, match and communicate banking products and services to reflect these requirements.

The unit applies to individuals who provide specialised knowledge and/or diagnose and problem solve to recommend customised solutions for a diverse range of clients.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Banking

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify and forecast small business customer needs	1.1 Conduct segmentation analysis of small business market, and identify and analyse operating environments of small business segments 1.2 Identify and analyse impact of small business segment environment on their current and future banking needs 1.3 Track and monitor needs of small business customer 1.4 Analyse results of marketing and communications campaigns targeted to small businesses and identify successful strategies

ELEMENT	PERFORMANCE CRITERIA
2. Identify product and service options for small business customers	2.1 Analyse current customer usage patterns of small business customer categories 2.2 Identify products and services used by segments of small business customers and analyse their benefits 2.3 Design new products and services, tailored to small business customer segments, and negotiate their implementation according to organisational policies and procedures
3. Communicate product and service benefits to small business customers	3.1 Identify and analyse preferred and optimum communication strategies and vehicles to provide information to small business segments 3.2 Plan and implement communications campaigns to match products and services to identified small business segments 3.3 Plan and monitor strategies to support routine and ongoing communications with small business segments 3.4 Brief and coach customer service staff on purpose of communication campaigns
4. Manage performance of products, services and communications for small business customers	4.1 Identify, communicate and monitor performance indicators, and analyse reports against targets using standard protocols and procedures 4.2 Rectify faults or capitalise on opportunities by analysing exception or feedback reports 4.3 Develop, implement and monitor strategies to support continuous improvement of small business products, services and communications

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Numeracy	• Uses mathematical equations to perform calculations and comparisons of financial and numerical information
Oral communication	• Participates in verbal exchanges of information, clearly articulating recommendations using language, tone and pace appropriate to audience and purpose • Uses active listening and questioning techniques to elicit the views and opinions of others and to confirm understanding

SKILL	DESCRIPTION
Reading	• Researches and analyses key features of detailed information from a range of sources to address specific criteria, identify trends and gaps, and develop recommendations
Writing	• Records information and prepares reports using appropriate formats and structures to present information logically • Uses clear and detailed language, incorporating correct spelling, grammar and terminology, to convey accurate information and recommendations
Self-management	• Sequences and schedules complex activities, monitors implementation and manages relevant communication • Identifies and follows business rules and protocols, and meets expectations associated with own role
Technology	• Uses the main features and functions of digitally-based technologies and software packages, including spreadsheets, databases and the internet

Unit Mapping Information

Supersedes and is equivalent to FNSBNK402 Align banking products with the needs of small business customers.

Links

Companion Volume Implementation Guide is found on VETNet -

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

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

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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

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