SALES ASSOCIATE (FINANCIAL SERVICES)
(Competency-Based)

APPENDIX A

O*NET CODE 41-3031.00

This training outline is a minimum standard for Work Processes and Related Instruction. Changes in technology and regulations may result in the need for additional on-the-job or classroom training.

WORK PROCESSES

A. Workplace Orientation

1. Describe workplace organizational structure.
2. Describe workplace policies and procedures.
3. Demonstrate an understanding of general ideas regarding workplace ethics, interpersonal communication, and general management.
4. Practice active listening and complex problem solving when handling customer
5. inquiries.
6. Maintain and practice a high level of social emotional intelligence and confidentiality.

B. Sales Fundamentals: Leads, New Clients, Existing Customers

1. Obtain the knowledge of principles and processes for providing client services.
2. Perform an assessment to evaluate the needs of the lead.
3. Present knowledge of products to leads and existing customers.
4. Answer any questions leads or existing customers may have pertaining to sales, products, sales processes.
5. Develop prospects from current commercial customers, referral leads, or sales or trade meetings.
6. Cultivate relationships with new leads by providing information on products, services, and costs.
7. Create and maintain a database of new and confirmed leads.
8. Effectively use social media to interact directly with prospects and to generate leads.

C. Customer Rapport

1. Strategically approach prospects based on customer profiles.
2. Model approach after the effective practices of a mentor.
3. Participate in meetings with the sales team and effectively contribute to conversations about customer priorities.
4. Demonstrate curiosity for the customer journey and has awareness of what is important to the organization's clients.

D. Sales Data Management

1. Use the company database to keep a current list of leads and clients.
2. Utilize the company database to enter new information for clients based on their updates via email, phone call, or social media.
3. Generate specific reports that will be needed on a daily, weekly, or monthly basis.
4. Prioritize outbound activities within the database such as tasks, follow-up emails, or phone calls.
5. Ensure database entries are free from errors and typos.
6. Perform basic functions in a Customer Relationship Management software system, e.g., Salesforce, Apricot, etc.

E. Sales Process Development

1. Independently and effectively support execution of the deal cycle.
2. Apply effective tools and techniques to resolve issues when they arise.
3. Demonstrate fluency with the company's sales processes.
4. Articulate how sales processes can be improved upon given the changes in data or forecasting.

Approximate Total Hours 1000-2000

Apprentices in Competency-Based Programs shall participate in no fewer than 1,000 documented hours of on-the-job training, and until they have demonstrated competency for each Work Process, with the understanding competency will be demonstrated reasonably proximate to the maximum on-the-job training hours. Competency Assessment referenced in Appendix B.

Apprenticeship work processes are applicable only to training curricula for apprentices in approved programs. Apprenticeship work processes have no impact on classification determinations under Article 8 or 9 of the Labor Law. For guidance regarding classification for purposes of Article 8 or 9 of the Labor Law, please refer to https:/dol.ny.gov/public-work-and-prevailing-wage

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APPENDIX B

RELATED INSTRUCTION

Workplace and Safety

1. Basic Workplace Safety and Policies
2. Sexual Harassment Prevention Training – must comply with section 201-g of the Labor Law

Job Skills and Theory

1. Introduction to Business
2. Legal Business Communications and Business Writing
3. Principles of Marketing
4. Public Speaking
5. Interpersonal Communication
6. Business Ethics
7. Customer Service
8. Introduction to Sales
9. Personal Selling and Sales Management
10. Introduction to Finance
11. Introduction to Accounting
12. Data Analysis

Business Skills

1. Business Ethics
2. Verbal and written communication
3. Financial Models
4. Budgets, Revenues, and Expenditures
5. Balance Sheets, Cash Flow, and Equity Statements
6. Evaluating Client Needs (Know Your Customer)
7. Performing Due Diligence
8. Project Management
9. Risk Evaluation

Competency Assessment

1. Test Preparation
2. Written/Practical Proficiency Examination(s)

At least 144 hours of Related Instruction must be available for the apprentice at the time of his/her indenture. However, the apprentice may test out earlier if able to demonstrate competence for each topic on the Related Instruction outline.

Appendix B topics are approved by New York State Education Department.