

# Job Match Survey

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## *Financial Sales Assessment Program and Structured Employment Interview*

Dear Participant,

This survey is being used to determine the key work activities and skills required to effectively perform the financial sales position in your organization. **The information you provide will be used for research purposes only and will remain confidential.** Information on this survey will be reported to Employment Technologies Corporation, a human resources firm. The survey will not be retained in any personnel file and should not be confused with any official personnel documents.

The survey will take approximately 5 to 10 minutes to complete. Once you have completed the survey, please return it to your administrator.

Thank you for your participation.

*Please check the box below that best describes your job:*

- Financial Salesperson
- Supervisor of a Financial Salesperson
- Other (please specify) \_\_\_\_\_



**Instructions:** Please read each statement below. Check the box that best describes how essential the activity is to overall job performance in the Financial Sales position.

<u>Work Activity</u>	<u>Essential</u>	<u>Somewhat Essential</u>	<u>Not Essential</u>
1. Asks questions to determine the financial products/services needed by a customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Describes financial products and services that appear to meet customer requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Responds effectively to questions or objections voiced by customers when selling financial products/services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Recommends customers purchase financial products/services that satisfy implied or expressed customer requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Verifies the identity of unfamiliar, or new, customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Provides brochures and/or other printed material to customers that describe financial products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Refers customers to other departments within the financial institution to sell additional products and services (i.e., Trusts, Brokerage Services, or Annuities).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Uses information obtained from customer; credit reporting systems, and/or other sources to determine whether to open an account for a customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Attends staff, or sales, meetings with other employees to discuss the financial institution's policies and procedures, sales promotions, new products, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Reads memos and directives to maintain awareness of the financial institution's new policies and procedures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Reads new product information, local papers, and business publications, to develop and maintain awareness of new financial products and services, as well as those of competitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Reviews bank alerts, or other notices, to maintain awareness of recent robberies, forgeries, and other bank-related crimes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Provides clear, accurate answers to customer questions about financial products/ services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Completes customer profile, check order, signature card, or other forms for customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Communicates with other departments within the financial institution to resolve customer problems/complaints (i.e., Information Systems, Bookkeeping, Records, Data Processing).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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<u>Work Activity</u>	<u>Essential</u>	<u>Somewhat Essential</u>	<u>Not Essential</u>
16. Asks questions to determine reason(s) for closing account(s) and, where possible, persuades customer to reconsider by quickly resolving the problem(s) that caused customer to initiate account closing process.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Accepts deposits from customers and turns them in to the appropriate financial institution employee (i.e., teller or 'Proof Department') to ensure deposit is processed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Adds, removes, or changes names and/or addresses on customer accounts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Orders checks, or other items, for customers and follows up on orders when problems occur (i.e., customer does not receive checks, checks are improperly printed).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Greets or welcomes customers as they enter the branch/office.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Informs prospective customers that the financial institution is unable to open a new account, or provide an additional product/ service, due to unfavorable information contained in credit or banking history reports.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Asks questions of a personal nature or engages in 'small talk' to develop rapport with customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Tactfully asks impatient customers to wait until a Financial Salesperson is available to address their problem, rather than allowing customer to interrupt another customer being waited on.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Authorizes fee waivers, or refunds service charges, to correct bank errors and/or maintain good relations with customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Follows up with other departments, after initial inquires, to ensure successful and timely resolution of customer problems/complaints.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Assists other Financial Salespersons by answering questions, clarifying policy and procedures, or sharing workload to ensure prompt, efficient customer service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Instructions:** Please read the definition for each skill listed below. Check the box that best describes how essential the skill is to overall job performance in the Financial Sales position.

<u>Skill</u>	<u>Essential</u>	<u>Somewhat Essential</u>	<u>Not Essential</u>
<b>Sales Analysis:</b> Asks probing questions to determine customers' needs for financial products or services. Perceives and uses nonverbal cues that indicate customer needs. Matches the implied or expressed needs of customers with appropriate bank products or services designed to meet those needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sales Presentation:</b> Describes financial products and services clearly and effectively. Responds effectively to customer questions or objections. Recommends account style or setup to provide maximum value/satisfaction to customers. Uses printed material appropriately during sales presentations. Tactfully recommends that customers purchase bank products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sales Follow-Through:</b> Thoroughly explains products purchased by customers. Provides start-up material to customers in accordance with organizational policies and procedures. Assists customers as they complete the necessary forms or other paperwork required for sales transactions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Developing and Maintaining Technical Knowledge:</b> Reads and understands technical information that describes new financial products or changes in existing products. Correctly answers technical questions posed by customers or financial institution employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Service Analysis:</b> Listens attentively as customers describe service requirements. Asks probing questions to determine the exact nature of customers' service requirements. Communicates with other departments to collect additional information required to identify service requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Service Delivery:</b> Takes appropriate actions consistent with organizational policies and procedures to meet service requirements. Correctly answers service-related questions. Makes referrals to other departments to meet customers' service requirements. Sells new financial products or services to customers in response to service requirements when appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Development of Rapport:</b> Asks probing questions, when appropriate, to develop rapport with customers. Greets or welcomes customers when they enter the branch or office. Perceives and uses nonverbal communication cues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Customer Focus:</b> Communicates unfavorable messages (loan denials, account ineligibility) without generating negative responses from customers. Maintains control of customer interactions without offending customers. Understands the service expectations of different types of customers (elderly, professional, etc.), and interacts with members of these groups accordingly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Flexibility:</b> Adapting to stressful conditions while maintaining composure and quality of work; adapting work speed and processes to accommodate workload and customer volume; adapting the style and pace of interactions according to customer conditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Work Ethic:</b> Demonstrating a strong desire to contribute to the organization; behaving in an ethical and trustworthy manner; demonstrating reliable and dependable behavior that contributes to the organization's image; taking initiative on work tasks and responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Communication:</b> Expressing information in a clear and concise manner without rambling; speaking in a pleasant tone and volume; using effective voice inflection and enthusiasm; using correct vocabulary, grammar, and sentence structure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check the box below that best describes the percentage of the Financial Sales job covered by the skills listed above.

0 to 20%     
 21 to 40%     
 41 to 60%     
 61 to 80%     
 81 to 100%