

Head of product desk/Head of product sales

Proficiency level

- X New Gen AI skills
- X Transferrable skills at the same proficiency level
- X New skills
- X Transferrable skills at a higher proficiency level

Skills Framework track	Sales, after sales, distribution and relationship management	Job function	Sales and marketing	Job family	Product sales
Sub-sectors	Retail banking, corporate banking, investment banking	Expected augmentation by Gen AI	Do more: Gen AI can analyze market trends and product performance to develop and recommend sales strategies, review the FI's product mix to identify gaps where products might not meet compliance guidelines, and draft product communication emails to update internal stakeholders, such as Relationship Managers, on new products and features		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage the organization's products	Develop sales strategies for financial products by collaborating with the product marketing department
	Review the organization's product mix to meet business objectives, organizational governance, and compliance guidelines
	Partner with the product marketing department to set a direction for financial product marketing
	Ensure specialists have the required expertise on the range of financial products offered by the organization
Provide product advisory services	Ensure advisory procedures and documentation adhere to business processes and regulatory requirements
	Oversee advisory support systems for operational efficiency and customer-centric culture
	Communicate relevant and timely product-related information to customer networks
Support product trading activities	Monitor market trends and identify appropriate investment strategies
	Monitor sales developments and conduct periodic reviews of sales strategies

New Gen AI skills

Gen AI strategy	5	Gen AI innovation, R&D, and innovation management	5	Prompt design	3
Leading Gen AI-enabled transformations	5	Ethical frameworks for Gen AI	5	Gen AI principles and applications	3
Gen AI data governance	5	Regulatory, legal, and risk management compliance in AI and Gen AI	5		

Source: SkillsFuture Skills Framework