

Product specialist/Product sales specialist

Proficiency level		New Gen AI skills		Transferrable skills at the same proficiency level	
		New skills		Transferrable skills at a higher proficiency level ¹	
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 propose sales strategies, develop marketing content, and streamline the maintenance of financial product databases. It can also suggest optimizations to pricing and revenue strategies and support timely communication of product information to client-facing teams		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage the organization's products	Draft sales strategies for financial products Stay up-to-date with repackaged or restructured financial products Support marketing content development in alignment with sales strategies Stay up-to-date with new financial products offered by the organization Develop pricing and revenue strategies for financial products Maintain a database of financial products for easy access and referrals
Provide product advisory services	Provide product-focused financial advisory services to clients referred by client-facing teams Communicate relevant and timely product-related information to client networks Provide portfolio construction services to clients referred by client-facing teams

New Gen AI skills		Potential next-seniority level (Head of product desk / Head of product sales) skills to acquire ¹					
Prompt design	2	Sustainable lending instrument structuring	3	Business environment analysis	5	Business opportunities development	5
Gen AI principles and applications	2	Climate change management	3	Pricing strategy	5	Business performance management	5
Ethical and responsible Gen AI adoption	2	Business needs analysis	5	Product advisory	5	Product design and development	5
		Ethical culture	5	Product management	5	Sustainable lending instrument structuring	5
		Channel management	5	Product performance management	5	People performance management	5
		Stakeholder management	5	Taxonomy application	4		

1. Transferrable skills with an increase in one level of proficiency is considered easier to acquire than transferable skills with multiple levels of increase in proficiency, followed by net new additional skills. Depending on job redesign for the financial institution, the financial institution will have to pick select skills to reskill employees on, via a combination of on-the-job training and existing courses.

Source: SkillsFuture Skills Framework

DO MORE