

Sales Track – Expert Level

Sales, Marketing, and Customer Care



In-Class



40 hours



EGP 14,700

Expert Level Description:

The expert level in sales track equips learners with advanced strategies to enhance leadership capabilities and cultivate a unique team culture through case studies and practical exercises. Participants will implement strategies to optimize customer experience, foster client loyalty, and effectively use performance metrics. The program emphasizes leading by example with a clear vision and applying decision-making techniques, such as the one-door versus two-door approach. Additionally, learners will explore executive presence to communicate effectively in leadership roles and develop personalized professional development and succession plans for senior bankers.

Target Audience:

Staff who have from 6 to 8 years of experience in sales

Course Objectives:

By the end of the course, participants will be able to:

- Use different strategic sales leadership to build a unique team culture.
- Implement strategies to optimize customer experience and build client loyalty.
- Use performance metrics and appraisal systems effectively.
- Define how to lead by example by setting a clear vision.
- Apply one-door vs. two-door decision-making technique.
- Apply concepts of executive presence to project a professional image and communicate effectively in leadership roles.
- Develop personalized professional development and succession plans for senior bankers.

Course Outline:

Module 1: Strategic Sales Leadership (8 hours)

- Developing a Winning Sales Strategy
 - Market analysis and competitor evaluation
 - Target market identification and prioritization
 - SMART sales goals and objectives
 - Alignment of sales strategy with overall bank/organization strategy
- Sales Force Optimization
 - Territory and quota management
 - Retention strategies
 - Building a high-performance sales culture
 - Metrics and KPIs for sales performance measurement

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- Business Transformation
 - Deep understanding of the current and future banking/organization landscape
 - Compelling sales vision and team alignment
 - Sales process optimization and technology leverage
 - Culture of continuous improvement and innovation

Module 2: Elevating Customer Experience & Building Client Loyalty (7 hours)

- Customer experience
 - Understanding and segmenting customer needs based on your organization
 - Client journey across all touchpoints
 - Earn customers trust
 - Developing sustainable growth strategies through client retention and advocacy
- Customer Journey
 - Mapping and optimizing the client journey
 - Client feedback gathering and analysis

Module 3: Metrics and Evaluation (4 hours)

- Performance Metrics
 - Establishing success metric for departments
 - Data-driven decision making
- Development of the Appraisal System
 - Appraisal tools
 - Human errors
 - Appraisal review meetings

Module 4: Leading by Example (6 hours)

- Clear vision and articulation of the need for change
- Commitment demonstration and leading by example
- Growth mindset embrace

Module 5: One Door vs. Two Door Decision-Making Technique (5 hours)

- Definition
- Application
- Evaluation
- Individual Vs Teams in Decision Making

Module 6: Executive Presence for Leaders (5 hours)

- Definition and understanding of executive presence
- Self-awareness of current executive presence
- Professional and credible image projection

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- Compelling personal brand crafting
- Clear vision communication and action inspiration
- Strong relationship building and interpersonal dynamics navigation
- Stress management and composure maintenance under pressure

Module 7: Professional Development and Succession Planning (5 hours)

- Creating a personalized professional development plan for senior bankers
- Succession planning and talent development within the organization
- Continuing education and certification opportunities for senior banking professionals
- Retention plan for the employees in the bank

Assessment Strategy

- Participation, practical exercises, and case studies
- 60 % Cut of score of total grades which is "100"

Course Language

- Material: English
- Instruction and Explanation: Bilingual (EN <>AR)