CENTRAL BANK OF EGYPT
Egyptian Banking Institute

Sales Track - Beginner Level

Sales, Marketing & Customer Care

9009

In-Class

40 hours

Course Description:

This track provides the learners with the tools needed to connect with customers, comprehend their problems, and effectively provide solutions if they want to become great salespeople. They will gain knowledge on how to negotiate and create persuasive sales presentations. Acquire proficiency in business writing to guarantee unambiguous correspondence with clients

Target Audience:

Staff who have from 1 to 3 years of experience in Sales

Course Objectives:

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

- Demonstrate active listening and emotional intelligence to build client rapport and trust
- Apply sales techniques and client management strategies to build lasting client relationships
- Discuss different techniques of presentation and negotiation skills with effective business writing
- Use sales metrics to track performance and set goals

Course Outline:

Module 1: Effective Client Communication (8 hours)

- Understanding Client Needs (4 hours)
  - Active listening techniques
  - Needs identification and qualification
  - Building rapport and trust
- Emotional Intelligence (4 hours)
  - Understanding Emotional Intelligence (EQ)
  - Building Self-Awareness
  - Managing Emotions Effectively
  - Reading Customer Emotions and building trust

Module 2: Sales Process and Client Management (16 hours)

- Sales Cycle Stages (4 hours)
  - Prospecting and lead generation
  - Qualification and needs analysis
  - Positive and negative characteristics observed in salespeople.
  - Why do we need to have techniques in our selling cycle?
  - Matching products to client needs
- Sales technique (4 hours)
  - What is a fabulous sales technique?
  - Upselling and cross-selling
  - When and how to use the Fabulous technique
  - Products Vs. Needs
  - Sales Models
  - Consultative Sales Model
  - Types of Benefits
  - FAB in relation to success
- Effective Communication and Interpersonal Skills (4 hours)
  - Verbal and non-verbal communication
  - Objection handling strategies
  - Building value propositions
  - Stress Management
- Client Relationship Management (4 hours)
  - Customer Service Principles
  - Building Long-Term Client Relationships
  - Cross-Selling and Upselling Techniques
  - Effective Communication Strategies for Existing Clients

Module 3: Presentations, Negotiation Skills, and Business Writing (12 hours)

- Presentation Skills (4 hours)
  - Crafting compelling sales pitches for different banking products
  - Delivering effective presentations to clients
  - Using storytelling techniques to engage customers

Sales Track - Beginner Level

Sales, Marketing & Customer Care

9009

In-Class

40 hours

- Negotiation Skills (4 hours)
  - Understanding negotiation principles in banking sales
  - Techniques for win-win negotiations
  - Handling difficult negotiations and objections
  - Take it or leave it
  - Lowballing/ highballing
  - Nibbling
  - Role plays
- Business Writing (4 hours)
  - The Meaning of Business Writing
  - What is business writing?
  - 6 C's of Correspondence
  - Writing styles
  - Type of Audience
- Constructing Sentences and Creating Paragraphs
  - Parts of a sentence
  - Punctuation
  - Types of sentences
  - Organization method
- Types of Business Writing
  - Writing E-mails
  - Writing business letters
  - Writing proposals
  - Writing reports

Module 4: Sales Metrics (4 hours)

- Sales Metrics and Performance Tracking (4 hours)
  - Key performance indicators (KPIs) for banking sales professionals
  - Analyzing sales data and performance metrics
  - Setting goals and tracking progress

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

3.3 CEUs

Course Language:

English

Prerequisites:

N/A