Sales Track - Expert Level

Sales, Marketing & Customer Care

9011

In-Class

40 hours

Course Description:

This course designed to equip sector heads and leadership teams with the strategic vision and skills to drive business transformation and achieve sustainable growth

Target Audience:

Staff who have 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 culture in your team
- 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 the one-door vs. two doors 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
  - Identifying and prioritizing target markets
  - Setting SMART sales goals and objectives
  - Aligning sales strategy with overall bank strategy
- Sales Force Optimization
  - Territory and quota management
  - Retention strategies
  - Building a high-performance sales culture
  - Metrics and KPIs for sales performance measurement
- Business Transformation
  - Developing a deep understanding of the current and future banking landscape
  - Crafting a compelling sales vision and aligning teams
  - Optimizing sales processes and leveraging technology
  - Building a 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
  - Optimizing the 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
  - Gather and analyze client feedback

Module 3: Metrics and Evaluation (4 hours)

- Performance Metrics
  - Establishing a 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)

- Develop a clear vision and articulate the need for change
- Demonstrate commitment and lead by example
- Embrace a growth mindset

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

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

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Module 6: Executive Presence for Leaders (5 hours)

- Define and understand the concept of executive presence
- Develop a self-awareness of their current executive presence
- Project a professional and credible image
- Craft a compelling personal brand
- Communicate a clear vision and inspire action
- Build strong relationships and navigate interpersonal dynamics
- Manage stress and maintain composure 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
- Develop a Retention plan for the employees in the bank

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