Sales Track – Intermediate Level

Sales, Marketing & Customer Care

9010

In-Class

46 hours

Course Description:

This track equips learners to Master advanced selling techniques, refine their leadership skills, and navigate complex situations to consistently close deals and lead high-performing teams. Learn how to identify and manage high-value clients, build strong relationships with decision-makers, and develop customized solutions that drive results.

Target Audience:

Staff who have 3 to 6 years of experience in Sales

Course Objectives:

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

- Apply advanced strategic account management and consultative selling techniques to optimize client relationships and achieve complex deal negotiations
- Use coaching and mentoring techniques to effectively manage your team and cultivate relationships with clients
- Implement network cultivation and executive presence alongside crisis management for banking sales resilience
- Discover environmental scanning techniques to optimize branch operations and develop strategic action plans.

Course Outline:

Module 1: Advanced Sales Techniques (10 hours)

- Strategic Account Management: (5 hours)
  - Identifying and prioritizing key accounts
  - Developing customized client solutions
  - Building strong relationships with decision-makers (board members)
  - Negotiation strategies for complex deals
  - Managing Portfolios
- Advanced Consultative Selling (5 hours)
  - In-depth needs analysis and financial modeling
  - Identifying client pain points and proposing high-value solutions
  - Competitive differentiation and value proposition development
  - Handling complex objections and building win-win scenarios

Module 2: Sales Leadership and Coaching (12 hours)

- Coaching and Mentoring Techniques (2 hours)
  - Developing and empowering junior salespeople
  - Providing constructive feedback and coaching for performance improvement
  - Building a high-performing sales team
- Sales Team Management (3 hours)
  - Setting goals and SMART objectives
  - Performance management and motivation
  - Conflict resolution and team building
  - Sales team culture and motivation strategies
- Mastering Emotional Intelligence (4 hours)
  - Realize how emotional intelligence (EQ) affects business results
  - Understand how emotional hijacking interferes with values and outcomes
  - Recognize the five elements of EQ and learn skills to strengthen each one
  - Analyze their own EQ and the impact of their skill level on those around them
  - Identify their emotional triggers and apply techniques so they can respond effectively rather than react inappropriately
- Client Relationship Management (3 hours)
  - Crafting compelling sales pitches for different banking products
  - Delivering effective presentations to clients and stakeholders

Module 3: Cultivating Networks and Crisis Management (10 hours)

- Cultivating Networks and Executive Presence (5 hours)
  - Cultivating a personal brand to develop a personal brand that reflects your style, values, and expertise within the banking industry.
  - Navigate complexity in your role and accomplish critical business objectives by using strategic networking and partnership tools and skills
  - Advance your organization's objectives; build effective networks and strong partnerships
  - Evaluate your active network to close gaps and enhance the network's strategic value
  - Identify critical checkpoints to plan, execute, monitor, and maintain partnerships
- Crisis Management and Resilience (5 hours)
  - Preparing for and managing crises in banking sales
  - Developing resilience and adaptability in challenging market conditions

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- Crisis communication strategies for maintaining client trust and confidence
- Mitigating risks in banking sales activities
- Stress Management

Module 4: Branch Environmental Scanning (14 hours)

- Landing Process (10 hours)
  - Understand Macroeconomic Forces: Macro trends
  - Identify Key Customer Trends
  - Optimize Customer Service Potential
  - Evaluate Geographic Opportunities and Threats
  - Seize Opportunities
  - Monitor Key Local Trends
  - Understand Industry Dynamics: Key Players
  - Address Weaknesses and Leverage Strengths
  - Develop a Business Model for the Branch
  - Create an Action Plan
  - Formulate an In-House Sales Strategy
  - Strengthen Resources
  - Enhance Teller Operations
- Time Management (4 hours)
  - Prioritization Matrix
  - Time Matrix
  - How to match the long-term goals and your purpose
  - The 80/20 Principle
  - Reflect and respond

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:

3.8 CEUs

Course Language:

English

Prerequisites:

N/A