



# Selling Skills for Bankers

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The primary goal of those people in your bank who have sales responsibility is to obtain the most from buy-sell situations. To achieve this goal, these bankers must acquire and continue to develop specific sales and relationship-building skills. *Selling Skills for Bankers* is designed to provide these skills and equip the participants to engage their customers in informative, effective, and productive interactions.

## Module Highlights & Outcomes

SSB is designed for bankers with sales responsibilities or who deal with customers regularly. Since participants will be spending a considerable amount of time applying skills and concepts to their own day-to-day situations, they should possess some customer experience and basic product knowledge.

Seminar Leaders do not have to be experienced trainers or “certified” to conduct SSB. The program has been designed so that it can be implemented in the field by a manager or supervisor who has a proven track record (i.e., one who is both productive and demonstrates strong interpersonal skills).

It is, however, highly recommended that Seminar Leaders go through the SSB seminar once as participants before actually teaching it.

It isn't necessary to limit training to a particular organizational area or level for any one seminar. Participants from different levels or departments can benefit from one another's experience. However, since many of the program activities require participants to apply the program skills to specific business situations, it is recommended that group members share similar product knowledge.

## **Benefits of Using Selling Skills for Bankers**

Selling Skills for Bankers presents a process that enables bankers to recognize and pursue sales more effectively. Participants will be better prepared to help their bank face competition and gain its share of the marketplace.

By completing SSB, participants will be better able to:

- Recognize and develop the sales potential of each customer interaction, including routine transactions and service situations.
- Use open and closed questions to obtain crucial information and reveal customer needs, desires, problems and/or objections.
- Differentiate the features of bank products from the benefits they provide for customers.
- Offer product recommendations that highlight benefits.
- Identify and present product benefits that will satisfy customer needs.
- Recognize and capitalize on additional selling opportunities that arise during a sales interaction.
- Reduce customer reluctance to discuss personal financial information.
- Recognize when and how to obtain customer commitment.
- Listen more effectively during sales conversations.
- Use verbal and nonverbal rapport-building techniques to build and strengthen customer relationships.
- Recognize and overcome a variety of potential customer objections.

**About****AchieveGlobal**

AchieveGlobal helps organizations translate business strategies into results by improving the performance of their people. Clients worldwide rely on AchieveGlobal's proven expertise in leadership development, customer service, and sales effectiveness. Implementing research-based learning solutions, AchieveGlobal empowers clients to successfully develop leaders and acquire, grow, and retain profitable customer relationships.

With 75 offices in 42 countries—and programs and services in more than 40 languages and dialects—we can work with our customers virtually anywhere in the world. We welcome the opportunity to work with you too.

**Program Specification**

**Audience:** - Bankers with sales responsibilities

**Class Size:** - 12 – 15 Participants.

**Length:** - 2 Days

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