



Sales Management for Bankers



Sales Management for Bankers (SMB) presents a process that enables bank managers to set sales goals, communicate them to employees, and track employees' performance. By managing sales activities more effectively, banks are better prepared to face the competition and gain their share of the marketplace.

To help you meet these kinds of challenges, your bank has realized a need for **Sales Management for Bankers (SMB)**. The purpose of this program is to show you how to meet these challenges through the use of *sales management skills*. Once you acquire them, you'll do an even better job of managing your employees and achieving sales targets.

Module Highlights & Outcomes

Your role as an effective sales manager in creating a sales culture in your unit can be summed up in the following four actions:

- **Initiate**
Take an active approach to setting and achieving unit goals.
- **Demonstrate**
Model selling behavior
- **Communicate**
Communicate expectations and rationale clearly
Provide performance feedback
- **Compensate**
Reward good performance
- **Setting Sales Goals**
 - Stated as specific, observable end results
 - Realistic, challenging, and achievable
 - Inspiring commitment
- **Communicating Sales Expectations**
 - Set the stage.
 - Describe the sales assignment
 - Ask for a summary
- **Coaching for Sales Performance**
 - Giving Positive Feedback
 - Giving Corrective Feedback

Benefits of Using Sales Management for Bankers:-

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.

Each day you're involved in sales and service activities. Because personal service often makes the difference between your bank and the competition, pressure is on you to ensure that your employees know how to articulate services your bank provides that give it the competitive edge with customers.

This kind of pressure places you in a unique predicament: your actions and words can either motivate your employees or de-motivate them. Consider the following situations:

- A customer service representative (CSR) isn't cross selling because she hasn't been asked to and doesn't know how to cross sell.
- A new assistant manager doesn't want to make cold calls because he doesn't believe that's part of his job responsibility.
- A teller doesn't have goals or incentives for referrals, so loan officers aren't getting the leads they need.

These are only three of the many sales situations that can have an impact on your banking unit. How you respond in these situations can determine financial success or failure.

HOW SALES MANAGEMENT FOR BANKERS CAN HELP

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Program Specification

Audience:- Sales Managers - Bank

Class Size:- 12 to 15 participants

Length:- 2 days.

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