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Section One

Foundations for Success: Key Components of a Sales Culture

Objectives

- Define the components of a sales culture.
- Determine internal changes necessary for establishing a sales culture.
- Assess the financial considerations associated with a sales culture.
- Understand the impact of a sales culture on banking and bank performance.
- Evaluate the potential pitfalls associated with creating a sales culture.

Section Two

Essential Tools of Selling

Objectives

- Identify the foundations of the sales process...prospecting, listening, probing, matching products and needs, closing the sale and overcoming objections.
- Understand and practice skills associated with strategic questioning.
- Learn how to communicate your products with clarity by using benefits.
- Engage in skill practice related to developing and expanding selling skills.
- Develop closing skills.
- Create a follow-up plan aimed at maintaining relationships.

Section Three

The Art of Service - Turning Customers Into Clients

Objectives

- Learn the difference between having customers and having clients.
- Review the impact of generational differences on individual perceptions.
- Explore recent research on public expectations from service industries.
- Review sample client service standards and client service pledges.
- Review the communication process and its impact on your bank's relationships.
- Determine appropriate office procedures related to client perceptions.
- Understand the importance of empowering your team members to respond quickly.
- Completing customer profiles to identify opportunities.

Section Four

Leading in a Sales Culture

Objectives

- Evaluate theories of leadership and their applications to the banking industry.
- Define the qualities of a leader.
- Determine the leader's role in creating a sales culture.
- Determine the leader's role in maintaining a sales culture.
- Identify ways to improve your communication skills.
- Defining and communicating a vision to your staff.

Section Five

Managing Your Sales Force

Objectives

- How to define management and the role of a manager.
- Establish performance criteria for evaluating and assessing employee contributions and success.
- Learn coaching methods to improve performance.
- Discuss the importance of empowering your sales force.
- Understand the importance of planning and assessment.
- Learn to improve your performance measurement and feedback systems.

Section Six

Sales Management in Practice

Objectives

- Understand the difference between managing people and managing the sales process.
- Learn methods for appropriately setting goals.
- Identify methods for tracking sales.
- Overview the use of sales plans.
- Learn techniques for conducting sales meetings.
- Explore ways to integrate people and processes to create a sales team.
- Develop skills for improving your time management.

Section Seven

Reward and Recognition Strategies

Objectives

- Explore the importance of successful reward and incentive programs to the sales process.
- Review and assess reward and incentive programs currently being used.
- Learn how to identify what motivates different people.
- Discuss the importance of recognition in addition to rewards and recognition.

Section Eight

Assessing Your Bank's Needs and Establishing Goals

Objectives

- Complete a sales development checklist and activities planner.
- Identify six core objectives for change and development.