

WORKSHOP 1 - MARKETING BANK PRODUCTS & SERVICES (5 DAYS)

OBJECTIVE: To provide participants with an understanding of how marketing concepts and techniques can be applied within a financial services environment to achieve relevant personal or organisational sales and marketing objectives.

OUTCOMES: On completion of the programme participants will understand the nature and importance of the marketing concept and the sales process and will be able to apply a range of sales and marketing concepts and techniques in the workplace.

TARGET AUDIENCE: All staff involved in selling and marketing bank products and services.

CONTENTS

Day 1

Session 1 - The marketing concept & the marketing environment

Session 2 – Sales overview, the sales process, sales versus marketing

Day 2

Session 1 – Marketing research, segmentation, targeting & positioning

Session 2 – Sales planning, prospecting, qualifying & communication

Day 3

Session 1 – The marketing mix (the extended marketing mix/7Ps)

Session 2 – Questioning, listening, features, benefits & customer needs

Day 4

Session 1 – Marketing strategy & marketing planning

Session 2 – Objection handling, negotiation, closing, cross-selling & following up

Day 5

Session 1 – Delegate presentations & review (Marketing)

Session 2 - Delegate presentations & review (Sales)

DELIVERY: The programme will be conducted in English and will incorporate group work, case studies and delegate presentations. The first sessions of each day will focus on marketing and the second sessions of each day will focus on selling.

DURATION: 30 hours

For more information or for alternative courses contact:

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