

## **WORKSHOP 4 – SELLING RETAIL PRODUCTS & SERVICES (3 DAYS)**

**OBJECTIVE:** To provide participants with an understanding of the importance of selling in the highly competitive financial services sector and to develop key sales-related skills that can be applied in order to meet personal and organisational targets.

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

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

### **CONTENTS**

#### **Day 1**

Session 1 – The changing face of retail banking & sales overview

Session 2 – Customer orientation & the sales process

#### **Day 2**

Session 1 – Sales planning, prospecting, qualifying & communication

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

#### **Day 3**

Session 1 – Objection handling, negotiation, closing, cross-selling & following up

Session 2 – Delegate presentations & review

**DELIVERY:** The programme will be conducted in English and will incorporate group work and activities, case studies and delegate presentations.

**DURATION:** 18 hours

For more information or for alternative courses contact:

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