

Cross-Selling Deposit Products

Course Description: This course provides the skills needed to cross-sell retail bank deposit products and services. The course explores the importance of cross-selling and focuses on steps in the cross-selling process: interpreting clues to customer needs, cross-selling solutions to match needs, responding to objections, and closing the sale or referring the customer to a specialist. Features and benefits of deposit products are compared to match solutions to customer needs. Participants receive tools for on-the-job use.

Audience: Any bank personnel in a position to discuss deposit products and services with customers. Participants should have a basic knowledge of their institution's products and services.

Objectives: At the conclusion of the program participants will be able to:

- Explain the importance of cross-selling
- Describe typical bank products and their features and benefits
- Interpret clues and identify customer needs
- Cross-sell deposit product solutions that match customer needs
- Respond to questions and objections from customers
- Close the sale or refer the customer.

Delivery Options: This course can be delivered in the classroom and is also a [self-paced online course](#).

Note: *Cross-Selling Deposit Products* is printed on demand as ordered. The Participant's Handbook(s) and Trainers Guide may not be returned to ABA.

Participant's Handbook (c) 2007

Catalog #3003703

\$73.50 List Price

\$47.25 Member Discount

Trainer's Guide

Catalog #3003704

\$135 List Price

\$95 Member Discount

For more information about this product, please contact the Education Department at (501) 376-3741.