Introduction to Relationship Selling

Course Description: This course introduces the relationship selling process. Participants will practice selling skills and techniques, which support a customer needs-focused sales approach.

Audience: Any branch personnel involved with in-branch sales. Participants attending this workshop should have a working knowledge of their institution's products and services.

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

- Describe what customers expect from their bank
- State key differences between product-based selling and needs-based selling
- Identify the six steps of the relationship selling process
- Use sales skills and techniques to successfully move through the sales process:
  - Use rapport-building skills to set a relaxed, professional climate
  - Ask probing questions to identify customer needs
  - Match product/service to customer needs
  - Script feature and benefit statements
  - Respond to common customer objections
  - Close the sale
  - Follow up
- Identify techniques to effectively sell against the competition.

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

Note: Introduction to Relationship Selling is printed on demand as ordered. The Participant's Handbook(s) and Trainers Guide may not be returned to ABA.

Participant's Handbook (c) 2006
Catalog # 3003781
$73.50 List Price
$47.25 Member Discount

Trainer's Guide
Catalog #3003808
$135 List Price
$ 95 Member Discount

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