Listening for Sales Cues

On Demand now

Description

Tellers have **more contact** with **more customers** than all other employees combined. As a result they have a better opportunity to learn more about the customer's overall life picture. This program teaches tellers and other frontline staff how to pick up on the "cues" that come up in casual conversation with customers and how to use them as stepping stones for expanding the relationship.

Features

Tellers are the "face" of the bank. When you say who is your banker to the average customer, they think "teller." By the end of this online program, viewers will have an idea of the uniquely personalized services tellers provide. Viewers will learn how to listen for the customer describing a lifestyle event through ordinary conversation.

Participants will also learn how to effectively refer the customer to the platform or to the branch manager, without product pushing!!

In addition to the video presentation, each participant will complete an action plan to identify one concrete change the viewer will commit to making immediately upon returning to work. The branch manager is able to manage and measure the results of the changes.

Agenda:

- Service is the key
- Critical role of the teller
- NO PRODUCT PUSHING!
- Opportunities to help
- Lifecycle events
- Designing the referral form
- Action Plan

Workshop Resources

This program provides materials and information to assist in developing an action plan for identifying sales cues in casual conversation with customers. Program participants receive a manual, accompanied by a 28 minute video webcast.

Expected Audience

This video presentation is designed for the teller, head teller, lead teller, and branch manager in a retail banking environment.

Speaker

Jennie Sobecki is a principal of Focused Results, LLC. Ms. Sobecki has over 20 years of results-driven process consulting, sales management, and training experience in financial services. An expert in designing and implementing sales efforts and processes, Ms. Sobecki designs solutions to drive top line growth through better utilization of existing sales forces in banks, insurers, and other financial institutions.

Ms. Sobecki is a graduate of Indiana University and has a certificate in consulting services from Ball State University. An entertaining and charismatic speaker and consultant, Ms. Sobecki consults with numerous financial service organizations to enhance revenue, sales, sales leadership, and organizational performance. Her processes routinely generate three-fold increases in vital sales

What is an On-Demand Course?

It is a training tool that gives you and your staff **on-demand six months unlimited access** to a variety of topics presented by names you trust—**for one low price**. Each course includes a video presentation from the speaker, audio and slides—plus a detailed manual for download and a Question and Answer Forum for answers anytime.

The process is simple. Enroll in a course, pay online with a credit card, and receive an e-mail immediately with your link to your course. The same login information and link is used to access all courses you purchase using your account. Your computer will need speakers to receive the audio presentation. There are no special hardware or software requirements to view the program. Presentations lasting in excess of one hour are broken down into 30 minute segments to make it easier to manage class participation time.

Special note to Trainers: This system gives you the ability to develop your online training library. Using one link, user name and password anyone in your organization is able to access the program for six months. The manual and other supporting materials are available to anyone with the login information. You forward the login information, assign the courses to watch and let the learning begin.

Registration

http://www.speakersmic.com/tnba

Secure online registration allows you to enter your registration directly into our system, and receive your invoice immediately. You can pay with a Credit Card or generate an invoice to be faxed or mailed with a credit card # or check. Registrations will be processed when payment is received.

Fill out this form and Fax it to: 888.420.4806

Mail check payable to: Speakersmic.com, LLC, with form to:
974 Breckenridge Ln., #253 Louisville, KY 40207

[_] Listening for Sales Cues—$159
Running Time: 28 Minutes
This course includes a detailed manual and a video presentation

Full Name | Title

Bank

Street Address

City | State | Zip

Phone

E-mail ***required for registration and confirmation**

Payment Method: [_] Visa [_] Mastercard [_] AMEX [_] Check

Card Number Expiration / / Security Code |

For Questions or to register by phone:
call Speakersmic @ 888.325.0974

A 3 or 4 digit code on the back for VISA /MC front for AMEX

This program is submitted for .5 hours of credit from the Institute of Certified Bankers (ICB); exact hours and area of application to be determined. Please make application directly with ICB.