

FINANCIAL SERVICES

- Selling Skills

This two day sales master class course is tailored specifically to the selling of financial services. It covers the key principles and latest thinking of financial service's selling, including proven sales techniques and innovative NLP psychological skills to gain a complete advantage in the sales arena. This interactive course includes practical exercises, demonstrations and case studies to enable delegates to apply the learning's in realistic scenarios and share ideas and experiences.

The top few percent of people in sales make upwards of 10 times the average in any industry, including Financial Services. Participants will discover key ways to make that leap. In this advanced course we teach time honoured sales techniques tailor made for the world of financial services. In addition, we cover innovative NLP language patterns that get a powerful connection with customers that makes selling second nature.

Who Will Benefit?

This course is particularly useful for:

- Sales professionals
- Business Development Managers
- Relationship Managers
- Contract Managers
- Project Managers
- Procurement and purchasing officers
- Telemarketers
- Customer contact staff

This training course may contribute to your CPD (Continuing Professional Development) requirements.

What makes this program unique?

Uniquely the course is delivered jointly by Kathryn Clark one of the leading NLP Business and Sales consultant and Dr Bruce Perrott Professor of Marketing at UTS and expert in marketing strategy, product development and specialised selling techniques. This course is specifically tailored to the Financial Services market and covers proven sales techniques and processes with the new thinking of NLP. The combination of techniques will provide a complete and in-depth understanding of how to succeed in Financial Services selling.

Further Information

Executive Development Unit
Tel: +61 (02) 9514 3504
Email: executive.development@uts.edu.au

Course Objectives:

The top few percent of people in sales make upwards of 10 times the average in any industry, including Financial Services. In this advanced course specifically tailored for financial services, you will discover the key ways to make the leap to a top seller. This course shows you how the proven step by step success of 'The REK Formula' will transform your business. In addition, we apply innovative NLP selling techniques that get a powerful connection with customers which make selling second nature.

After completing Selling Skills, you will report quantum leap improvements in your conversion ratios, reduction in sales cycle time and achieve lasting improvements in cross selling, up selling, reducing discounting and price business knowing the true life time value of the customer.

By actively participating in this course you can apply your new capabilities to the selling process from beginning to end; from prospecting through to negotiating and closing the deal. These proven selling techniques cover a range of applications including telephone sales, face to face sales, customer letters, business to business and business to consumer retail sales, transactional sales and complex sales.

You will learn how to be an effective communicator and influencer when you attend this Selling Skills course. And, if you already know a sales process, then take advantage of these persuasion and motivation skills that will integrate with your process and transform your success.

Course Details	
2012 Dates	
Duration	2 days (9am-5pm)
Price	\$1,925.00 (incl GST) \$1750.00+\$175.00GST)
Discounts	10% - UTS staff & students 15% - 3+ enrolments
Presenter	Dr. Bruce Perrott Kathryn Clark
Location	City/Haymarket Campus
Max. Enrolments	30
Entry Requirements	None
Further Information	Tel: 02 9514 3504 Email: executive.development@uts.edu.au



UTS:SHORT COURSES

www.business.uts.edu.au/edu

Program

Day 1: Sales in Financial Services

– Dr Bruce Perrott

The role of sales in the marketing of financial services

- Your position of power and influence
- Feedback loops to improve products and customer experiences
- Financial Services legislations, values and sales ethics

How to Really Understand the Customer

- Reading others effectively when selling
- Working with the buyer's intuitive response during the sale
- Influencing buyer thinking

The Buying Decision Process

- Selling with integrity and setting achievable goals
- Effectively influencing buyer decision making
- The key stages in deciding to buy

Effective Communication Concepts and Principles

- Use objections as opportunities
- Are you speaking to the person who can make the decision?
- How to ask quality questions to manage the information flow

Sales Negotiation Preparation (the REKS formula)

- Know what your goals really are
- How prepared are you to fulfil these goals?
- The REKS tired and tested method of success

Winning Sales Preparation Steps

- What do you want from the sale and what can you get?
- Understand what not to sell to your potential buyer
- At what point will you move on to the next sale?

The Value Added Sales Action Phases

- The sales sequence you and buyer follow
- Prospecting, qualifying, proposing, negotiating and closing

The Lifetime Value of the Customer- Making and Keeping the Customer

- Achieving lasting improvements in cross selling and up selling
- Reducing discounting of future sales
- Effectively evaluate the true value of a customer's lasting relationship

Day 2: NLP Sales Techniques

– Kathryn Clark

Rapport- Winning Customer's Over

- Advanced rapport in one easy step
- Convert conversation control with non verbal language
- Pacing and leading with NLP Hypnotic language

Direct Your Customer's Thoughts and Conversations

- Key steps to powerful unconscious NLP techniques
- Becoming fluent in Hypnotic persuasive conversations
- Ethics in NLP and Financial Services

The Sales Process Deconstructed

- Crucial tasks before meeting the prospect
- Eliciting a customer's buying strategy
- Stopping buyer's remorse

Written Persuasion Patterns

- The four steps to powerful sales letters
- Powerful advertising and NLP
- Using the difference between written and spoken patterns

Develop Confidence to Practice with Real People

- Using perceptual positions to create a more persuasive personality
- Effective 'self talk' to develop strong self-esteem
- Manage your emotions to gain advantage

NLP Techniques to Motivate a Sales Team

- Explore your identity, values and beliefs
- Change emotions with anchoring
- Persuading a disillusioned team

Advanced Business Applications: Persuasion Tactics

- Powerful ways to influence your colleagues and boss
- Patterns of persuasion to manage authority
- Key business tactics



UTS:SHORT COURSES

WWW

UTS Financial Services
Marketing & Sales - Masterclasses



Marketing
Strategy for
Financial
Services



Strategic &
Tactical
Pricing of
Financial
Services



Managing &
Developing
Financial
Service
Products



Customer
Driven
Marketing
of Financial
Services



Successful
Selling of
Financial
Services