MARKETING FINANCIAL SERVICES

This course is for people who want to know how to market financial products professionally. Success in marketing financial products requires an understanding of sales techniques, personal effectiveness and consumer behaviour as well as being able to use such knowledge to advantage.

Learning Objectives:

Participants will:

• Know the skills and qualities needed to sell today

• Understand the roles of decision makers and influencers

• Learn the essential planning process for maximum effectiveness

• Acquire the techniques of various selling situations

• Practice probing skills to identify customer's needs

• Overcome call reluctance

Learning Contents:

• The future of financial marketing

• Marketing mix for financial products

• Analysing your marketing situations

• Preparing a marketing plan

• Generating leads

• Relationship plan, call programme, and selling styles

• From suspects to prospects

• Understanding the customer mindset

- Motivating the customer / offer analysis
- Selling benefits
- Marketing for long-term relationships
- Marketing communication
- Creating advertisements for financial products
- Negotiation skills
- Making sales presentations
- Handling customer’s objections

Fee:

Negotiable, Programme available as in-plant only.

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