

Sales Leadership and Management - Financial Services

Who we are

Mieza Consulting Pty Ltd is an Australian-based professional services firm specialising in building and sustaining organisational capability. With offices in Melbourne, Singapore and Hong Kong, Mieza is recognised for its ability to design and deliver programs throughout the Asia-Pacific region.

Introduction

Our Sales Leadership and Management programs are designed for financial services professionals seeking to develop and improve their effectiveness as a leader and manager. Designed for individuals who have responsibility for leading the sales effort, each program presents an integrated view of the fundamentals of effective sales leadership and management. Through case studies, group discussions, problem-solving exercises and interactive business simulations, participants explore various aspects of optimising the sales effort within their respective organisations.

Who should attend

- Business, Corporate and Institutional Bankers
- Senior Banking Executives
- Product Specialists – Trade, FX, Leasing etc.
- Senior Relationship Managers
- Private Equity Executives
- Client Relationship Managers
- Business Development Managers
- Account Executives & Account Managers

Pre-requisite(s)

Currently employed in, or prior knowledge of insurance, equipment finance, financial planning, private, business, corporate and/or institutional banking.

Sample Course Outline

Global Banking Trends

- Introduction to the global banking industry – Issues and trends
- Best practice sales leadership and management

Sales Leadership: Visioning and Management

- Personal perspective
- Leadership vs. management
- Coaching into action

360° Sales Report – Optional

- 360° Sales Feedback
- Coaching in pairs

Sales Leadership and Coaching

- Leading the sales effort – Networking, structured calling, customer profiling
- Managing the sales effort – Pipeline management
- The six dimensions of high performing teams
- Coaching simulations

Business Case Simulation

- Customer sales interview
- Presentation

Winning Hearts and Minds

- Supporting workplace change
- Influencing and negotiation
- Effective meetings
- Sales meetings in action

Course Summary & Conclusion

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