

Selling in Turbulent Times – Financial Services

In response to a number of requests from our clients, **Mieza** has developed a new program to assist frontline salespeople defend, manage and grow their existing, and new, customer relationships. Selling in Turbulent Times, is a 2 day program, which has been specifically designed to address the increased complexity of managing customer relationships during turbulent global financial events.

As with all of our programs, Selling in Turbulent Times can be customised to meet specific client requests and can also be supported with pod-casting and video-streaming.

Who should attend

- Private Bankers
- Product Specialists – Trade, Markets, Treasury, Asset Finance etc.
- Senior Relationship Managers
- Financial Planners
- Client Relationship Managers
- Business Development Managers
- Account Executives
- Account Managers
- Consultants involved in selling to financial services companies

Pre-requisite(s)

Currently employed in, or prior knowledge of, banking and finance

Contact details

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Sample Course Outline

The Global Market

- Overview of current global market conditions and what it means for credit markets and our customers
- Overview of the impact on key economic regions – Asia Pacific , Europe, US and the Middle East
- What does this mean for our customers?

Understanding the Customer's Agenda

- Risk or opportunity? – How the customer views the current market
- Understanding the customer's agenda (personal and/or business)

Customer Relationship Management

- Defending existing relationships
- Converting existing opportunities
- Moving to a “whole of wallet” strategy
- Advanced customer relationship management

Customer Relationship Management – Influencing and Negotiation Skills

- Managing difficult conversations
- Understanding different customer “types”
- Influencing and negotiation skills
- Handling objections and overcoming resistance
- Closing the sale

Case Study and Workshop

- Business simulation
- Pitching and presentation skills

Course Summary & Conclusion

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