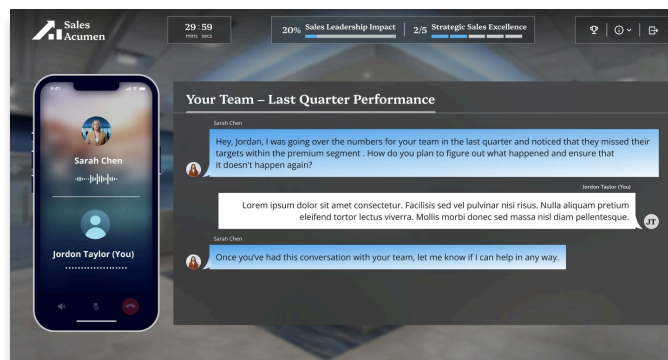


Sales Acumen: Accelerating Business Performance (Retail Banking Sector)



Sales acumen is a strategic capability in the highly-competitive BFSI sector because it helps sales teams become consistently more efficient, effectively customer-focused, and commercially successful. By embedding this mindset across teams, companies unlock sharper decision-making and stronger alignment of offerings with customer's financial needs, making sales acumen a mission-critical investment that will pay for itself many times over.

The Great Payoff

Sales teams in BFSI organizations have a frontline role with customers, and therefore need to know how to drive buying decisions, communicate value propositions and build long-term partnerships. Equipping leaders of these teams with the right skills can help organizations turn more opportunities into successful engagements and long-term partnerships.

Key Takeaways

- Understand the key challenges to sales performance
- Identify the four pillars of sales acumen
- Develop practical strategies for achieving impactful outcomes
- Build a smarter, more efficient and more effective sales force

Course Outline

- Role of Sales Managers
- Challenges of Sales Managers
- The Four Pillars of Sales Acumen
- Strategic Sales Planning
- Levels of Client Engagement
- Ways of Building Client Partnerships
- Solutioning and Proposal Development
- Sales Leadership in Action
- Team morale and growth
- Reflection

Skills Covered

- Strategic Sales Planning
- Customer Relationship Management
- Solution Architecture
- Sales Leadership

Learning Format



ILT
(WORKSHOP)



VILT
(WEB BASED)



SELF-PACED
COURSE



The Sales Acumen simulation places learners in the role of a manager who has to guide their sales team in assessing the market, enhancing their customer-first focus and dealing with the challenges of operating in a competitive market. The simulation provides real-world situations and real-time feedback in a conversational format that not only aids experiential learning but also reinforces it.