

RURAL BANKERS RESEARCH AND DEVELOPMENT FOUNDATION, INC.

SCHEDULE

Date: April 21, 2017 (Fri)

Venue: Gov. Licaros Hall, RBAP,

Intramuros,

Time: 8:30am to 5:00pm

RESOURCE PERSON

Mr. Rene B. Hapitan, MBA, CFC

- CFC, Investment, Trainer and Faculty Member

SEMINAR FEE

1. For Member only P2,600

2. Non-Member/Delinquent – P2,900

MODE OF PAYMENT

Check payable to:

Rural Bankers Research & Development Foundation Inc.

Non-Refundable commitment fee of £1,350.00 per participant.

Bank: LBP – Intramuros, Branch

CROSS-SELLING TECHNIQUES FOR BANK SERVICES

Course Objectives

1.Understand the importance of cross selling as an essential tool in the growth and profitability of the bank.

2.Go beyond marketing - connect customer needs with appropriate bank products and services.

3.Address customer concerns, objections, and resistance in order to complete the cross sale.

4. Be aware of ethical practices in cross selling and avoid potential

Course Outline

Module 1: Selling Excellence: 5 Things Sales Leaders do Differently Workshop 1: The Art of Asking the Right Questions.

Module 2 Customer-Focused Cross Selling: It's Not Just About Your Product

Workshop 2: Understanding Banking Trends and Customer Behaviors

to Identify Cross Selling Opportunities"

Module 3: The Art of Cross of Selling: The Approach, the Presentation, and The Close

Workshop 3: Handling Situations: The Role Plays

Know Me: Demonstrate that you understand my complete relationship with your business.

Chau Mar Hea your knowledge and my actions to deliver 1 to 1

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