Empower your Financial Advisors with the 3-Day Breakthrough Program:

The 'Fin-conSELLtant' Sales Model

Professional Selling Skills for FINANCIAL ADVISORS

*Using a **Consultative/ Relationship** building approach enabling Lifetime Customers!*

Facilitated by **Leading Corporate Trainer**: **Gerard Assey**, CMC, FInstSMM (UK)
(See: www.Sales-Training.in, www.SalesTrainingIndia.com,www.CollectionSkills.com)

'The conSELLtant', as the name suggests, specializes in training programs for Sales in various sectors, such as Institutional, Industrial, Telecom, Transportation & Logistics, Realty, Services, IT, **Financial**, Retail etc using a very Consultative/Relationship building approach & are today **ranked top on most search engines!**

The recent global financial crisis dealt a severe blow to investor confidence in financial markets, including regulators, ratings agencies and those on the front-line of risk management—personal financial advisors. Following the crisis, investors grew distrustful of the financial advice they had received and the products their advisors had sold them.
As a result, many investors pulled money away from their advisors, either to manage it on their own or to redirect assets to other—often multiple—advisors, whom they perceived to provide more personal & customized advice.
According to Capgemini's *World Wealth Report*, loss of investor trust and confidence prompted more than a quarter of High Net Worth investors surveyed to withdraw assets from their wealth management firm or to leave that firm altogether.
In today's ultra-competitive business environment, being likeable is not enough to close a sale and having a professional designation or product knowledge is no longer an advantage. One also cannot do what the competition is doing and expect to have substantial success. Studies have proven that it involves besides being able to address the question: 'What's in it for me?' (the client!), a lot of other attributes from the Advisor, such as, Transparency, Differentiation, Listening, Empathizing & Educating the Customer to name just a few.

To differentiate and re-position oneself exclusively in the marketplace, one must first need to move away from a 'Transactional' approach & embrace **The 'Fin-conSELLtant' Sales Model'**, which forms the basis for being the Investors guide with a Consultative, Collaborative & High Relationship focused approach with 'Trust' as the key.

This **'Professional Selling Skills'** program ensures a thorough understanding & importance of the sales process by using a consultative approach and building on customer relationships, while enabling one to become more professional & successful in a sales role and is suitable for anyone relatively new to selling, as well as, the more experienced ones, who wish to refresh or fine tune their existing skills in line with today's need for this type of approach.

At the end of the 3 Day program participants would have gained a full understanding of both the buying & selling processes including the importance of being well organized.

And most importantly… over the period of the course, participants would have worked through the **Six Step Sales Process**, practicing the skills at each stage, so that their selling skills are developed & reinforced; while also working on selling (their own) products/ services, making the role-plays very realistic & practical, while yet, building loyalty and building your success at the same time!

Whether you specialize in Investments (Wealth), Insurance (Protection), or both, or if you are a New Recruit, Top Producer, Manager, or just an Average Performer, you will receive extreme value by attending this program, while experiencing immediate success in your first few appointments and an outstanding performance for the rest of your career.

Here's what some of the participants have to say after attending this program:

"Well equipped for my new job. Well planned & really enjoyed the flow. Many thanks…"

"Very fruitful training/ sharing of knowledge… Practical Experience shared was of great help for me & my organization…"

"The presentation was Excellent. The course is very rewarding & up to date to market conditions…"

Objective of the 'Professional Selling Skills' Program:

a) To gain a full understanding of both the buying & selling processes including, how & why people buy while understanding the importance of being well organized as a Professional Sales Person.

b) To enable participants to be taken through the six step logical sales process, covering right from the preparation stage through the close, practicing the skills at each stage, so that their selling skills are developed & reinforced; while also working on selling (their own) products/services, making the role-plays very realistic & practical.

c) To equip participants with the skills in understanding the behavior pattern of customers, (beginning by understanding their pattern) by identifying different buyer types in order to ensure that they fine-tune theirs to that of each customer, thus building rapport right from the beginning.

d) Finally, to understand the importance of Customer Service particularly the 'Lifetime Value of Customers! – by Handling Complaints & working on Retaining Customers by building loyalty in them and building your success at the same time!

Broad Outline of Course Contents

Part A

Personal Development

- Key Qualities of a Successful Insurance Agent/Advisor/ Consultant
- Most Important Attributes of World TOP Advisors
- Ethical Behavior/Attitude/ Appearance & Grooming
- Understanding Self & Others
- Communication
- Time Management

The Financial Industry / Sector

- Role of the Investment/ Insurance Advisor/ Consultant
- Duties & Responsibilities of Advisor/ Consultant
- What Customers hate about Advisors!
- Prospecting: Finding/ Developing your Market
- Qualifying Prospects
- Creating, Managing & Maintaining a Database

The Sales Environment

- What makes a Successful Sales Advisor? Attributes/ Skills
- Key Activities for a Sales Professional: Plan, Prospect, Sell, Administration
- Poor/Successful Sales Personnel-The Difference!
- Customer Cycle-Present, Potential, and Lost Customers
- Mental Steps in Purchasing (What happens in your customers mind!)
- The Buying Process: Emotional/ Logical
- What makes someone buy from a particular Salesperson/Company? Relationship!

Part B

Solution Selling-The Selling Process!

Step1-Preparation:
Self-Preparation
Territory Management/ Account Preparation
(Segmentation, Prioritizing, Account Strategy)
Market/Competition/Industry Information
Sales Tools

Step 2-Approach:
Telephone/ Premise
Importance of a 10 sec, 30 sec & 60 sec Elevator Pitch ready!
Understanding Customer behavior (An elaborate exercise).
Identifying different Customers/Buyer types
Managing difficult people/sensitive situations

Step 3-Factfinding:
Building Rapport
Investigating-Understanding your Buyers Needs- The most important stage! Why?
Use Open Questions: Uncovering: Current/ Desired/ Barriers
Current/ Future /Long term plans-Self/ Family/Business
Listening/ Note taking/ Paraphrase/ Reconfirm with Closed Questions
Handling Objections/Customer Concerns
Using the **C.O.R.K.** Questioning Model Questioning
(**C**ircumstance, **O**bstacles, **R**epercussion & **K**ey for Solution Questions)
***C**ircumstance Questions (Background about Business, Family & Situation)
***O**bstacles Questions (Problems, Dissatisfactions, Difficulties)
***R**epercussion Questions (Effects, Implications or Consequences)
***K**ey for Solution Questions (Value, Helpfulness, Usefulness of Solution)

Using the **PPVVC** Model

Step 4-Proving Value: Introduce relevant service features
Show benefit of features
Difference between features/benefits- Features/Advantages/ Benefits
Importance of Selling Benefits!
Differentiation Grid: Value/ Uniqueness
Handling different Customer Objections/ Concerns
Handling the Price Objection

Step 5-Recommendation: Summarize client's need
Provide the product as a solution to his need that has been identified.
Product/ Service Presentations

Step 6-Close: What prevents us from closing?
Closing/ Negotiating/ Gaining a Commitment
(Monitoring Pipeline & Closing Gaps)

Showing how you can help/ being Consultative in your approach (A shift from Persuading to Understanding!)

Part C

Customer Service/ Follow up/ Referrals / Testimonials etc
Understanding the 'LIFE TIME VALUE' of your Customer!
Understanding the C.A.R.E Principle!
Action Plan

Part D

-About 5 important videos would be shown to reiterate the above principles
-Several exercises
-Role Plays (Mock calls to build confidence)

How the course works:

The approach used would be more of a SEE & REMEMBER, along with DO & UNDERSTAND, using audio-visuals, video clippings/movies, exercises & role-plays. At each stage of the selling process, a movie would be shown to reinforce the principles.

Participants are provided a full understanding of both the buying & selling processes and the importance of being well organized. Over the period of the course, participants work through the 6 step sales process, practicing the skills at each stage, so that their selling skills are developed & reinforced.
During the course they work on selling your products, & managing different customer situations making the role-plays realistic & practical. At the end of the program each of them would take back an action plan that they could put to immediate use!

Remember: ***The more they train, the more you gain***