

Sales & Negotiation Skills

SELLING STRATEGICALLY TO BUILD A STRONG LENDING PORTFOLIO



DURATION

8 hours



DELIVERY CHANNEL

eLearning



Course Modules:

- 1 Sales
- 2 Meeting Management
- 3 Negotiation

COURSE OVERVIEW & BENEFITS

As commercial and corporate clients become increasingly savvy about their borrowing needs and the products and services available to meet them, lenders' sales and negotiation tactics must keep pace. More often than not, that means tailoring their approach for every client.

Sales & Negotiation Skills teaches commercial and corporate lenders and relationship managers how to sell strategically—and successfully—to different clients and in different situations. By learning to facilitate productive meetings, handle objections, and manage negotiations effectively, they'll be able to close winning deals without breaching the institution's risk-return parameters.

In this course, participants study essential best practices and learn how to apply them as they complete interactive exercises, observe video demonstrations, and familiarize themselves with helpful job aids they can continue to use post-training.

In addition, two optional, one-day skills application labs, Client Meeting Skills and Negotiation with Clients, are available to reinforce the concepts taught in this course.

LEARNING OBJECTIVE

Learn proven best practices for selling an array of credit products and services and negotiating risk-averse, profitable deals that foster client loyalty and satisfaction.

COMPETENCIES GAINED

Credit professionals will be able to:

- Choose and execute the right sales approach depending on the client and the situation.
- Facilitate productive meetings and events.
- Handle difficult situations and negotiations with greater confidence and control.
- Make astute tactical choices during the concession stage of negotiations.

TARGET AUDIENCE

This course is recommended for individuals seeking to build exceptional sales and service skills that complement their technical knowledge of lending, including commercial and corporate lenders and relationship managers, and commercial and corporate loan analysts and underwriters transitioning into client-facing roles.