

FINSELL™

Financial and Professional Services Sales Culture



fts global



What is **FinSell**™

The **fts global FinSell**™ concept is a customised and holistic sales development programme developed specifically for the financial and professional services sectors.

It includes an insight-led sales methodology and features a unique simulation element called **RealityCoaching**™.

It allows organisations to assess but also develop their people at the same time with long lasting impact.



Develop a consistent sales style across your teams and department.



Individual and immediate action plans for development following video-recorded sales performance and feedback from industry experts.



Support team members with ongoing development initiatives which focus only on the areas needed.

The Outcomes

How It Works

Key Steps of the Programme

● Discover and Explore Phase ● Learning Intervention Phase ● Verification Phase

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- **RealityCoaching™** individual sessions to be conducted.
- **Immediate feedback** by coach (objective) and actor (subjective) by playing back recording of performance.
- **Optional** - Psychometric diagnostics.

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- **Analysis** of results and design of appropriate learning interventions.

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- **Verify** the progress of team by assessing skill sets again.

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- **Designing Framework** - Designing competencies to be measured.
- **Review marketing materials** - Collateral that can be used.
- **Creating Scenarios** for **RealityCoaching™** sessions.
- **Creating Briefing Guides** for participants and for the actor.

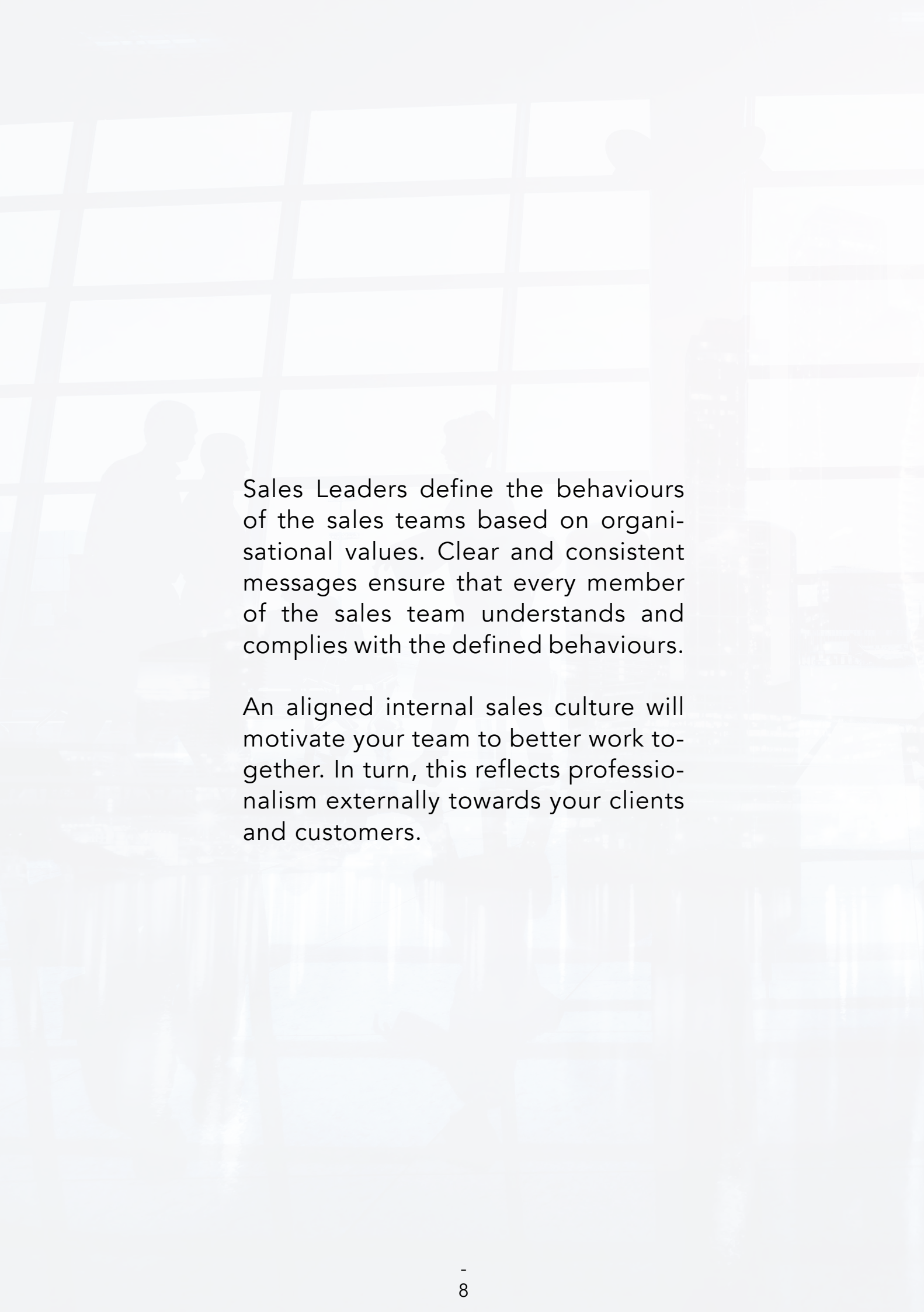
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- **Reporting** - Individual report with concrete feedback on all the competencies observed.
- **Optional** - Spider-diagram comparing lowest, highest and average performance across the team.
- **Optional** - Heat map to analyse main trends in overall performance

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- Individual Development and **Fin-Sell™** workshops rolled out.



A faint, light-colored background image showing the silhouettes of several people sitting around a table in a meeting room, with a large window in the background.

Sales Leaders define the behaviours of the sales teams based on organisational values. Clear and consistent messages ensure that every member of the sales team understands and complies with the defined behaviours.

An aligned internal sales culture will motivate your team to better work together. In turn, this reflects professionalism externally towards your clients and customers.

A vibrant, high-contrast image of a modern office interior. Large windows on the right side offer a view of a city skyline at night, with lights reflecting on the polished floor. The scene is bathed in a warm, golden light, possibly from the setting or rising sun.

Defining the Sales Culture



The Sales Styles

Sales Leaders define the sales style. This includes defining the necessary competencies and skills needed as well as the sales approach. The way an organisation sells to their customers needs to be consistent across locations and regions.

However, a cultural adaptation needs to be considered in specific regions. An insight-led selling approach has been proven to be the most successful style with complex financial and professional services products.

Goals need to be clear and achievable for sales teams. Combined sales team goals as well as individual goals need to be clearly defined and transparent.

Setting stretch goals, encouraging team members to leave their comfort zone and rewarding and recognising achievements are the foundation of a winning sales culture.

Goals



Roles and Responsibilities



Clear roles and responsibilities ensure that the team is well structured and every member understands their contribution to organisational success.

Create a high-trust culture to ensure your sales team feels a sense of belonging. Trust builders need to be implemented at each level of the sales team including giving credit, listening, setting clear goals and following through.

As a Sales Leader, being a role model for other team members is an important part of creating the trust needed to outperform the competition.

Creating Trust



Contact an **FinSell™** consultant today



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