

SANTOSH VENKAT

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HOW TO ACE *YOUR BRANCH BANKING SALES*

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The top performing banks always go the extra mile to deliver memorable customer experiences. The banks' customers are engaged, buy more, stay longer, and recommend the bank to their friends.

Psydom's ***'Psychology of Persuasion'*** workshops will help your sales teams understand human behaviour during the persuasion & negotiation process. This workshop will enhance their performance and help create winning relationships with customers/clients.

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FOCUS ON SERVING, NOT SELLING

When you put your customers first, sales will naturally follow. Regularly educate your customers about about new product launches and the benefits of different banking products and how you can help them reach their financial goals. Most important is to stay connected with your customers.

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CROSS SELL & UPSELL

Cross selling requires staying connected with the existing customers. ***Selling can only happen when customers know you.***

Talk about how many customers have already opted for the product that you are willing to sell.

For eg :- You can talk about the number of customers who have opted to open an FD through you branch over the past 30 days.

Quoting the number of existing customers or the number of customer who have opted for that product over the past week/month while selling a particular product can create a huge impact on the outcome. It acts like a product review/ratings.

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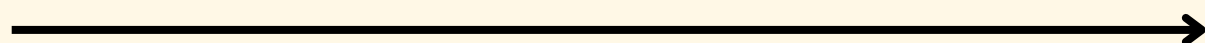
MAKE YOUR CUSTOMERS LIKE YOU

People are much more likely to be influenced and persuaded by those that they like, than those that they don't. ***Try & find a common connect between you & the customer.***

It could be a hobby, a sport, an interest or any other thing. Discussion can open up & liking can be activated once there is something common between you & the customer.

Else, compliment the customer. Your compliment should be specific, relevant & sincere. You can compliment them for their choices, style, personality. Don't go over-board or make it look insincere.

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USE HUMOR & POSITIVITY

Humor & positivity can lighten the mood, break the ice & reduce tension. They can also make you more memorable, likable & approachable.

However, you have to be careful not to use humor & positivity inappropriately or excessively. Your humor & positivity should be appropriate for the context & the situation. You should avoid sarcasm, jokes that might offend or use personal comments.

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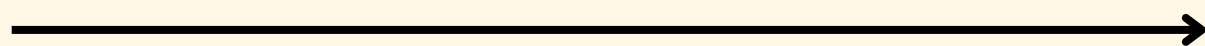
USE SCARCITY EFFECTIVELY

People are more influenced to act by the prospect of losing an item of value, than by the prospect of gaining that very same thing.

While selling a particular product, instead of focusing on the benefits/features, highlight what the customer would stand to lose by not opting for that product. **Create a FOMO.**

For example, while selling a MF SIP, talk about how much returns they stand to lose by not opting for that MF over the next 10-15 years (going by past returns). When the number is huge, FOMO will be created.

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ASK FOR REFERRALS

One of the easiest ways to generate new business & increase loyalty from existing customers is to ask for referrals.

Referrals are given only when asked.

If a customer is happy with the way they are treated at your organization, they usually want others to know.

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**WAS THIS
HELPFUL?**

**DONT FORGET TO
SAVE THIS FILE**

