



In today's selling environment where the economic climate is constantly shifting, the ability to position and define the 'value' derived from a salesperson's *selling ability, sales knowledge and the 'value' of your organization* is paramount in the establishing strong and profitable client relationships.

VSS focuses on a cross-sell strategy to existing clients who have already purchased or indicated in a previous conversation their intention to purchase an additional product.

Training Program:

Two days of training will focus on the following topics:

1. **Economic Value Exchange** - This is realized with a value-based mindset to understand the client's perspective.

To realize this cross-sell system the following is included:

- i. **Awareness** – Client's perception of who you are and do your products meet their needs.
 - ii. **Consideration** - What value and benefits does the client see in your products that differentiate you from the competition?
 - iii. **Purchase** – How to build trust, mitigate risk, communicate benefits and translate them into value.
 - iv. **Support/Follow-up** – Focus on solving client problems and overcome objections, constantly communicating value.
 - v. **Loyalty/Retention** – Personal communication, caring delivery and letting the client know what you do for them.
2. **Time & Task Management** – Where does a salespeople spend most of their time and is it productive? What needs to happen in order to maximize the time and effort when interacting directly with a client and the support services needed to maintain high client retention levels.
 3. **Stress Quotient Assessment** – Team/organizational stress can have a profound effect on productivity and engagement in the workplace. Identifying signs of stress within the team/company is the first step in designing a strategy to address the issue.
 4. **Role Play** – In order to reinforce the concepts presented during the training we will conduct numerous role-play sessions with actual Bank scenarios.

In order to be successful at cross selling it's important to:

1. **Ask Questions:** When interacting with a client ask a series of questions that highlights a client's situation before presenting services or products. These questions should be interactive and natural.
2. **Product Knowledge:** A cross-selling program will have limited success and low client retention without thorough knowledge of the bank's products sets.
3. **Get client's to use what they already have:** Engage in a 'training' dialogue with a client that helps them to use an account they already own, such as debt card, online banking, bill pay, direct deposit, etc. By doing this ensures the client will use products they own more frequently which significantly improves retention and will help to improve the overall client experience.
4. **Stay Connected:** Develop an onboarding process so once a client uses a bank product they will be contacted through a system titled **2 x 2 x 2**. This means:
 - a. **2 days** - after a product is purchased they receive some type of communication (email, letter, phone call, etc.) to make sure they are satisfied with the product and to answer any questions.
 - b. **2 weeks** – they receive some type of communication as described above.
 - c. **2 months** – they receive another piece of information that describes a particular product that either enhances what they have already purchased or information that explains further what was initially identified when the relationship began.
5. **Ask for Referrals:** One of the easiest ways to generate new business and increase client loyalty is to ask (and possibly incent) for referrals. This incentive can be for both the employee and/or client.