



NATIONAL ASSOCIATION OF SECURITIES BROKER SALESMEN, INC.



BANKER'S CONSULTATIVE SELLING WORKSHOP

ABOUT THE TRAINING PROGRAM

The effective bank relationship manager's job has evolved from merely order taking to strategically partnering with customer. And to be a truly effective partner, the RM needs a new set of customer-centric skills; mastering not only the value of his products but also the situation of his prospect.

In addition to this, the RM has to add value to his customer portfolio, subject key accounts to a structured analysis and have a cross-selling strategy to maximize profitability from these accounts while improving value for the customer.

Additionally, RMs have to skillfully navigate the complex multi-buyer environment of their targets. This is achieved through client mapping strategies that shorten the selling cycle and maximize sales results.

This one-day program is based on the research done in the field of social science. The workshop is participant-centered and aims to build skills both via the 'hear, see, do' method (i.e. lecture, demonstration, role-play) and the case analysis method.

PROGRAM AND COURSE OUTLINE

OBJECTIVES:

1. Master the skills of persuasion and rapport building to strengthen relationships with clients
2. Master the four types of questioning technique as part of the consulting process
3. Learn how to master product and industry info
4. Learn when and how to close a sale
5. Learn how to improve resilience

ABOUT THE SPEAKER

CARLOS TAN GARCES is an exceptional sales and management training professional with almost 20 years experience in designing, customizing and delivering training interventions to top corporations in the United States, Asia and the Middle East.

Prior to a career shift to training, established a distinguished track record in sales and management. Achieved quantum improvement in sales productivity for Citibank and American Express through focused application of comprehensive sales management process and through one-on-one coaching of sales managers, both internal and external partners for strategic alliances to deliver sales targets.

Good knowledge of Online & Distant Learning tools to supplement classroom workshops. High energy, funny, personable, technologically inclined, and deep background in training and selling. Passed the Knowledge Exam and expecting to get CPLP (Certified Professional in Learning & Performance by the American Society for Training & Development Certification).

Experience:

Corporate Training Strategist & Consultant (May 2005 – Present)

Co-Founder & Training Director, AESOD Training (July 1999 – May 2005)

- Managed, co-founded AESOD (American Executive Search & Organization Development) Company. Through personal selling and marketing efforts, grew the company to serve the training requirements of over 300 corporations in the United States, Asia and the Middle East

Country Sales Director & VP, Citibank N.A. Phils. (April 1993 – August 1999)

- Promoted rapidly as a result of consistently surpassing sales goals & other key business objectives. Through combination of a comprehensive sales management program, business process improvement initiatives & training, increase per capita sales productivity sevenfold in 18 months.

Sales Manager, American Express International, Philippines (May 1989 - March 1993)

- Quadrupled per-capita productivity of the field sales force during same period through training, performance management and compensation management, consistently surpassed credit card sales targets.

Bachelor of Arts in Psychology Pre-med, University of the Philippines (2005)

Graduate Units in Clinical Psychology, University of the Philippines

DESCRIPTION:

- I. **Introduction/Objectives: Why Analysis is Key to Consultative Selling**
- II. **Warming Up**
Establishing Rapport using Mirroring Techniques
The Primacy Effect
- III. **Investigating**
Effective Investigating Techniques
Formulating Info and Concern Questions for Corporate Products
- IV. **Stating Solutions**
Matching Client Problems with Your products
Features and Benefits
Developing Your Product Expertise
Articulating Your Unique Selling Proposition
- V. **Ending**
Knowing When and How to Close the sale
Understanding Body Language
Overcoming Objections
Powerful Closing Techniques
- VI. **Dealing with Rejections**
Research on What Competencies Matter Most for a sales professional
Using DEEDS Technique to Overcome Rejection
- VII. **Action Planning: Applying What You Learned Back at Work**



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TRAINING FEE AND SCHEDULE

	NASBI MEMBER	NON-NASBI MEMBER
1. Fees	P3,500 per person	P4,000 per person
2. Date	June 2, 2015 (Tuesday)	
3. Time/Duration	9:00 Am to 5:00 PM	
4. Venue	Training Room, ACI-MART Office, Penthouse PDCP Bank Centre, V.A. Rufino cor L.P. Leviste Sts. Salcedo Village, Makati City	
5. Participants	Ideal for broker salesmen • Acceptance will be given on a first come, first served basis • NASBI members will be given priority	
6. Maximum Participants	30 participants	
7. Reservation	All reservations will be considered confirmed if not cancelled five (5) working days before the scheduled training date.	
8. Payments	Check payments should be made to the: NATIONAL ASSOCIATION OF SECURITIES BROKER SALESMEN, INC.	

For inquires and/or confirmation of registration please contact the NASBI Program Coordinator and/or fill-up the registration form and submit via fax or email on or before **May 19, 2015 (Tuesday)** to:

PROGRAM COORDINATOR

Mr. Gray Tacda

Chairman, NASBI Education Committee

Tel No. (632) [815-0690 to 92];

Fax No. (632) [892-7265]

Email Add: [gray.tacda@pccigroup.com.ph]