

WHAT MAKES A GOOD SALESPERSON?

Sales is the most personal branch of the marketing function as sales-people often work directly with customers, either face to face, over the phone or via online sales chats.

As the team that drives revenue for their employers, the sales force should be well equipped with the skills and knowledge they need to actively seek out and engage customer prospects effectively.

Director of Felix Risk Training Consultants, Bernadette Felix, discussed the importance of having well trained, skilled sales people in the banking sector.

“The banking sector is highly competitive, with several banks competing for a share of the market, which is why it is vital that sales forces have successful strategies in place to not only attract customers but also retain them,” she said.

“Furthermore, sales staff act as representatives of an organisation. As the first point of contact, it is important for sales staff to understand their roles and their overall impact on the company.

Felix said there are a host of characteristics that a good sales-people possess.

These include:

1. Paying attention to the customer's needs
- Sales is not just about making a pitch, it's about understanding your client, and finding apt solutions to their problem.
2. Networking - Good sales people know the value of networking and building personal relationships with people. This helps get their name and that of the brand's out there to a wider audience.
3. Education - Good sales-people invest in their education and personal development, as these form the foundation of a successful sales strategy.

FRTC offers a useful learnership which is tailor-made to enhance the sales force of an organisation. The 12-month NQF Level 5 National Certificate in Banking qualification offered by FRTC helps sales staff:

- Determine the banking-related financial needs of a business,
- Provide sales related services within the banking sector,
- Consult with clients on trade-related issues,
- Apply financial analysis,
- Implement personal selling strategies to achieve banking-related targeted results,
- Perform external sales process for a bank product,
- Define the mechanics and participants of the different trade cycles for all investment instrument types,
- Structure a banking-related, asset-based solution to meet individual business needs,
- Explain client requirements and suggest products to satisfy these needs,
- Identify product features, advantages and benefits to the customer, and
- Gain better understanding of financial markets and instruments (Treasury).

For more information, email Bernadette Felix at bernadette@frtc.co.za or call 031 207 3245.

CONTACT US