

Client Story:

Leading Financial Services Company

A leading financial services company wanted to equip its Relationship Managers with critical skill sets required to sell in a virtual world. Because of COVID, lead quantity and quality was a concern and participants were finding it hard to navigate the new sales environment.



APPROACH

- InspireOne created and delivered a short but impactful 2 weeks learning journey for 100 high potential Relationship Managers
- Journey covered virtual sessions on critical selling skills including Social Selling, Virtual Sales Presentations, Building Rapport
- Throughout the journey participants applied social selling skills by generating leads from social media platforms
- Participants also applied virtual presentation skills through a set of application exercises and were given individual feedback

OUTCOMES

- Increased social quotient among the participants
- Increase visibility of the organization in social media platforms which contributed to strong leads
- Increased confidence in the sales team to sell in a virtual environment