## DEVELOPING THE SELLING PROCESS AND KEY ACCOUNT MANAGEMENT IN A TOP BANK IN UAE



The client wanted to design and deploy a Sales Academy with the objective of developing a sales process, enhancing the sales and account management capability of the sales force (from the frontline to the senior sales management team) and making the bank, a premier Islamic Bank in the region. The program has seen widespread success and has become embedded in the sales fabric of the organization. The client has also recognized it as a strategic initiative that is imperative to their long-term strategy rather than being simply business delivery. And has acknowledged that publicly.



## **APPROACH**

## A journey of several interventions, spread across all levels of the sales force:

**SELLING SKILLS**: To enable the selected audience to create a strong value proposition consistent with the brand name of the bank with their clients and also create their own brand within the organization which creates a larger impact on various sets of stakeholders.

**KEY ACCOUNT MANAGEMENT**: Creation of a KAM framework that would be followed across the organization to ensure the desired results in sales and relationship management

## OUTCOMES

- Tangible benefits: the Intervention resulted in improved numbers over a 6 months' period
- Intangible benefits: increased employee engagement, staff motivation and applicable learning.

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