



NATIONAL BANKING INSTITUTE
"The Banking Academy Of Nepal"

"Effective Sales Technique"

By Mr. Prakash Rohera



PROFILE –PRAKASH ROHERA

He is a renowned international trainer and speaker and brings extensive knowledge and understanding of market dynamics and its implications. He holds to his credit 27 years of rich experience which includes 11 years of extensive work experience with Limited, Citibank NA, and bank of America and 16 years into Corporate Training.

What began with passion to train, led to the establishment of The Redwood Edge in 1997. He has addressed more than 100,000 participants in over 2000 sessions for over 110 clients. He has conducted workshop in over 25 countries like Australia, Bangladesh, Brunei, China, Germany, Hong Kong, Indonesia, Kenya, Malaysia, Nepal, Philippines, Singapore, Seychelles, Thailand, Taiwan, Turkey, USA, UK, UAE, Vietnam to name a few.

Prakash holds a Bachelors of Science degree from Hindu College Delhi University, following which he did his MBA from the esteemed Symbiosis Institute of Business Management (SIBM) Pune.

Prakash is also MBTI Certified Trainer. During his training career, he has been the recipient of prestigious award such as the Shikha Bharti Puraskar by all India Achievers foundation for the outstanding contribution to National Development, the GE Award for the Outstanding Contribution towards Training in India and Overseas and many more. He has spoken at various honorable platform and conference like the Asia HRD Congress, the ASEAN EC-International HRD Convention and Exhibition etc. He is a training partner with SyNet, USA and Bluepoint, USA and is an active member of ASTD.

HIGHLIGHTS

- Inculcate and Explore Techniques required to Enhance Sales Efficacy for maximum gains with emphasis on the New Model of Selling for Prospect
- Emphasize on the elements of Value Proposition
- Focus on Negotiation to WIN in today's Competitive Environment
- Implement the best techniques for building Client Relationships
- Handling Objections and Focusing on Closing Techniques to attain desired outcomes

Program Content

Day 1

- Focus on value offering by the bank
 - People buy from people
 - The person in sales person
- Individual selling**

- Selling as a Banker
- To make Sales Framework- Art & Science of Selling

- Role Play
- Session Continues
- Closing

Day 2

- Elements of Selling & Framework
- Diagnosing the customer requirements

- Selling the Bank Products/ Objection handling/ Closing

- Role Plays
- Session Cont...

- Wrap up & Conclusions

Program Details:

Date: 10th & 11 March, 2015

Venue: Kathmandu (To be advised later)

Time: 9:30 am to 5:00 pm

Target Group:

**HODs, BMs, Line Managers,
Managers & Senior Executives
(Sales & Marketing Dept.)**