



PRESENTS

RETAIL PRODUCT: CROSS-SELLING & BUNDLING



Objective	The objective of the session/topic will be increasing revenue and profitability of the institution through cross selling and bundling by increasing product per customer. Selling to existing customer is lot more cheaper than searching for new customers for the bank due to which profitability per customer increases
Level	Upto Officer Level
Duration (in Days)	One Day
Target Audience	Staff working in Customer Service & Sales
Program delivery	Lecture, Discussion/interaction with illustration
Date, Venue & Time	3rd January 2018, (9:30am to 5:00pm) NBI Hall, Kathmandu
Program Content	<ol style="list-style-type: none"> 1. Effective Sales Conversation 2. Important Aspect of First Meeting 3. Client's Profile Analysis 4. Cross Selling <ol style="list-style-type: none"> a. Importance and Objective of cross selling b. Keys to Bank cross selling success 5. Cross Selling – Value Proposition 6. Product Bundling <ol style="list-style-type: none"> a. Why product bundling b. Example of bundle offers c. What makes product bundling so appealing d. Different types of bundles e. Bundling non banking products
Facilitator/s	<p>Mr. Hemanth Raj Angdambe</p> <ul style="list-style-type: none"> • Worked with Standard Chartered Bank Nepal for 22 years • Managed SCBNL retail products for 14 years of which handled home loan product 12 years (2002 to 2014). • MBA from Ace Institute of Management • Undergone training in areas like, sales & marketing, presentation and facilitator skill training, negotiation skills, time management etc. Higher level training like Great Manager Programs, Leadership training etc.