

**FINSELL™**

**SALES CULTURE FOR FINANCIAL SERVICES**



**fts global**





# WHAT IS FINSELL™

The **fts global FINSELL™** concept is a customised and holistic sales development programme developed specifically for the financial services sectors.

It includes an insight-led sales methodology and features a unique simulation element called **RealityCoaching™**.

It allows organisations to assess but also develop their people at the same time with long lasting impact.





Develop a consistent sales style across your teams and department.



Feedback through video-recorded sales performance and by industry experts gives participants an immediate action plan.



Support team members with individual development initiatives which focus only on the areas needed.





# HOW IT WORKS

## KEY STEPS OF THE PROGRAMME

● Discover and Explore Phase ● Learning Intervention Phase ● Verification Phase





Sales Leaders define the behaviours of the sales teams based on organisational values. Clear and consistent messages ensure that every member of the sales team understands and complies with defined behaviours.

A unified and aligned internal sales culture will motivate your team and in turn demonstrates professionalism to your clients and customers.







# THE SALES STYLES

Sales Leaders define the sales style. This includes defining the necessary competencies and skills needed as well as the sales approach. The way an organisation sells to their customers needs to be consistent across locations and regions.

However, a cultural adaptation needs to be considered in specific regions. An insight-led selling approach has been proven to be the most successful style with complex financial services products.



Goals need to be clear and achievable for sales teams. Combined sales team goals as well as individual goals need to be clearly defined and transparent.

Setting stretch goals, encouraging team members to leave their comfort zone and rewarding and recognising achievements are the foundation of a winning sales culture.

# GOALS



# ROLES AND RESPONSIBILITIES

Clear roles and responsibilities ensure that the team is well structured and every member understands their contribution to organisational success.



Create a high-trust culture to ensure your sales team feel a sense of belonging. Trust builders need to be implemented at each level of the sales team including giving credit, listening, setting clear goals and following through.

As a Sales Leader, being a role model for other team members is an important part of creating the trust needed to outperform the competition.

## CREATING TRUST



# CONTACT US

Contact a **FINSELL™** consultant today



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