

Performance Measurement of Relationship Managers

1 Day

COURSE OVERVIEW

The job of a Relationship Manager can be best summarized in the following few areas:

- Understand needs of clients
- Provide expert professional advice
- Bring new ideas to clients
- Active listening to flow with the client
- Involve specialists to help identify the right solutions for client
- Work with other professional advisors to make the most of client's investments

To performance manage RMs would be to guide and coach them through the abovementioned tasks.

LEVEL

Managerial

WHAT WILL I GET OUT OF IT?

- Recognize the importance of performance management in achieving sales targets.
- Sell and exemplify the benefits of performance management to staff.
- Identify effective steps to address sales performance gaps.
- Apply selected motivational strategies in sales performance management.
- Effectively define goal images and performance indicators.
- Identify the importance and steps to positive enforcements..

WHO'S IT FOR?

- Heads of Wealth Managers
- Private Banking Heads
- Any Head of Department who has to performance manage a group of relationship managers

COURSE CONTENT

Effective RM Team

- How difficult is managing sales?
- Identifying sales manager skill-set
- Identifying and determining successful RM professional & success qualities
- Identifying relationship-building processes
- Habits of high performing RM teams

Effective RM performance

- Identifying steps for effective field training
- Setting performance standards and result image/indicators
- Successful time-sensitive performance evaluation
- Conducting effective RM (sales) meetings
- Setting and clarifying goals in meetings

Forecasting sales revenue

- Identifying sales forecast factors
- Making forecasts work for you and developing working forecasts
- Doing a top-down approach
- Implementing the bottom-up approach
- Enhancing ownership of performance

Motivating sales teams

- Discussing motivation techniques
- Accentuating the positives
- Measuring and monitoring motivation levels
- Improving sales performance and interventions
- Coaching as a key tool in addressing substandard sales performance
- Maintaining improved performance