

SALES AND CUSTOMER SERVICE PART QUALIFICATION PROGRAMME **OUTLINE**



Qualification Details: National Certificate in Banking

Credits: 51

Learnership ID: 7345, 7356 & 7347

NQF: Level 5

Accredited Seta: Bankseta

WHAT IS THE **PURPOSE** OF THE FINANCIAL MARKETS REGULATIONS PROGRAMME?

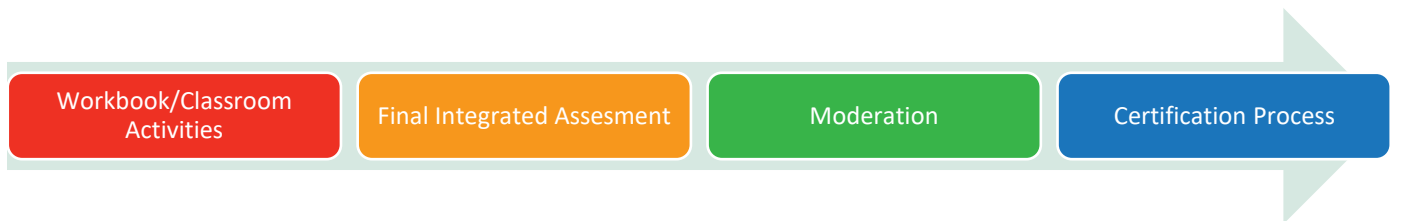
The purpose of this programme is to assist learners to identify prospective clients and to establish their needs regarding their financial and business banking needs.

To maintain a highly-competitive sales force in banking, every interaction with customers must be conducted to either move an opportunity forward or improve the relationship. An understanding of the financial products and environment is to key to designing appropriate solutions.

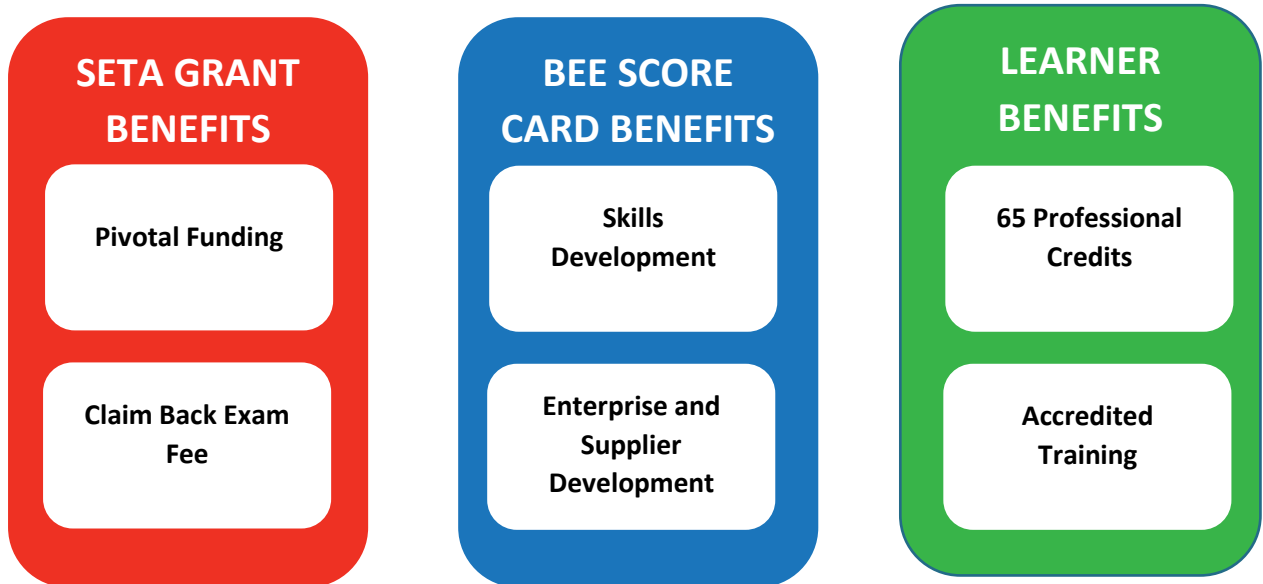
This program enhances how banking salespeople execute in all of their interactions with customers, whether a scheduled multi-attendee meeting or an promptu one-to-one. Anytime a salesperson meets with a customer, there are two processes happening simultaneously. While salespeople have typically been trained to focus on the selling process, from the customer’s perspective there is also a buying process that must be recognized and understood. This programme has been designed to specifically solve this misalignment between the two processes in the context of banking.

In the era of competition from non-traditional banking institutions, banks must adapt their sales process to stay competitive and “in the game”. This skills programme is designed to give them those tools.

As the unit standards are part of the Certificate in Banking programme (SAQA 20186), all learners can also complete the full qualification (with the above skills programme as credits towards the qualification). The full Certificate in Banking qualification (SAQA 20186), is also FAIS compliant which will again be a big benefit to the bank given the regulatory pressure.



PROGRAMME **BENEFITS**



PRICING OPTIONS

Please leave your contact details with us via our contact page and we will contact you regarding the various options in terms of next steps.

NEXT STEP

Thank you for taking the time to look at our programme offerings

Novia One Group is a proudly **100% Black Female Owned Level 1 BBBEE** Business and we would love to share the score card optimisation benefits associated with our offerings with you.

Our passion is to tailor a programme that would specifically suite your business needs and objective outcomes

Contact us to discuss the next step:

Tel: 011 783 9390

Email: marketing@noviaone.com



TRAINING



CAPITAL



BEE SOLUTIONS



SERVICES