



Retail Banking Sales Strategy and Team Performance Training Course

25 – 29 October 2027
Addis Ababa

Retail Banking Sales Strategy and Team Performance Training Course

Ref: 412_223630 **Date:** 25 – 29 October 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Retail Banking Sales Strategy and Team Performance Training Course is a one-week advanced course for retail banking sales leaders and performance teams who leave with a Retail Banking Sales Strategy and Team Operating Plan. The course connects segment opportunity analysis, value propositions, channel coverage, pipeline governance, needs-based relationship selling, coaching, metrics, incentives, controls, and performance routines. Agile Leaders Training Center delivers this course on retail banking sales strategy and team performance.

Who Should Attend

- Retail banking sales functions responsible for growth priorities, segment choices, and commercial outcomes
- Branch and channel functions responsible for coverage, activity, conversion, and customer relationships
- Relationship management functions responsible for needs discovery, recommendations, and opportunity progression
- Sales enablement functions responsible for methods, tools, coaching, and capability development
- Customer analytics functions responsible for opportunity evidence, segmentation, and performance insight
- Performance management functions responsible for scorecards, incentives, conduct controls, and review routines

The course assumes participants already manage retail banking sales decisions, teams, channels, or performance evidence and leaves out generic customer service, product training, and introductory banking concepts.

Departments and Industries

The course supports sales strategy and team performance across customer-facing financial services and other regulated service organizations.

- Retail banking, consumer finance, and financial services organizations
- Branch networks, contact centers, and digital sales channels
- Sales strategy, distribution, and relationship management departments
- Customer analytics, marketing, and proposition functions
- Sales enablement, learning, and performance management teams
- Risk, compliance, conduct, and quality assurance functions

Learning Objectives

By the end of this course, participants will be able to:

- Analyze retail banking segments and sales opportunities
- Build value propositions and channel coverage plans
- Apply pipeline governance and needs-based relationship selling
- Diagnose activity, conversion, and outcome performance
- Use coaching records and performance review routines
- Evaluate incentive, conduct, and control alignment

Course Agenda

Day 1: Retail Banking Sales Strategy

- Retail Banking Segment and Opportunity Map
- Customer Need and Value-Pool Analysis
- Retail Banking Value Proposition Canvas
- Sales Objective and Outcome Tree
- Sales Strategy Assumption Register

Day 2: Channel, Territory, and Pipeline Design

- Branch and Digital Channel Role Map
- Territory and Portfolio Coverage Matrix
- Lead Qualification and Opportunity Scoring Model
- Retail Banking Pipeline Stage Governance
- Sales Capacity and Activity Allocation Grid

Day 3: Relationship Selling and Conversion

- Customer Needs Discovery Question Map
- Consultative Recommendation Decision Guide
- Relationship Development and Contact Plan
- Cross-Sell Suitability and Control Checklist
- Opportunity Advancement and Next-Action Record

Day 4: Coaching and Performance Governance

- Retail Sales Role and Behavior Standards
- Activity, Conversion, and Outcome Scorecard
- Sales Coaching Observation and Feedback Record
- Incentive, Conduct, and Control Alignment Check
- Daily, Weekly, and Monthly Performance Cadence



Day 5: Retail Banking Sales Leadership Practice

- Suggested Exercise: Segment and Opportunity Diagnosis
- Suggested Exercise: Channel and Pipeline Design
- Suggested Exercise: Relationship Sales and Control Review
- Suggested Exercise: Coaching and Performance Decision
- Capstone Exercise: Retail Banking Sales Strategy and Team Operating Plan

Practical Exercises

The course uses suggested activities to connect retail banking sales choices with controlled team execution.

- Suggested activity: diagnose segment value pools and turn evidence into prioritized sales objectives.
- Suggested activity: design channel roles, portfolio coverage, qualification rules, and pipeline stages.
- Suggested activity: review a relationship opportunity for customer need, suitability, next action, and control evidence.
- Suggested activity: coach a performance gap and present a scorecard, incentive check, and operating cadence.

FAQs

Who suits retail banking sales strategy training, and what does it assume?

Retail banking sales strategy training suits leaders and specialists who already manage sales teams, channels, customer relationships, analytics, enablement, or performance decisions.

How does retail banking sales strategy differ from generic sales management training?

Retail banking sales strategy integrates segment economics, customer suitability, channel coverage, relationship evidence, pipeline controls, conduct expectations, and banking performance routines rather than treating sales leadership as a general management subject.

How should a retail banking sales pipeline be governed?

A retail banking sales pipeline should define qualification evidence, stage entry and exit criteria, ownership, customer needs, suitability checks, next actions, aging, conversion measures, and escalation rules.

What metrics support retail banking team performance?

Retail banking team performance uses balanced evidence from activity, qualified opportunities, stage movement, conversion, customer outcomes, portfolio value, conduct, control quality, coaching actions, and sustained results.



How should retail banking sales incentives align with controls?

Retail banking sales incentives should balance growth with customer need, suitability, conduct, quality, risk, and durable relationship outcomes, supported by review, challenge, adjustment, and escalation controls.

Conclusion

Participants leave with a Retail Banking Sales Strategy and Team Operating Plan containing a segment map, value proposition, channel design, pipeline model, relationship plan, coaching record, performance scorecard, and incentive-control check. The plan changes disconnected sales activity into governed customer and commercial decisions. It supports consistent execution, review, coaching, and adjustment.