MOODY'S ANALYTICS

eLEARNING

Sales and Negotiation Skills

SELL STRATEGICALLY TO BUILD A STRONG LENDING PORTFOLIO

DURATION

8 hours

DELIVERY CHANNEL

eLearning

Course Modules:

1 Sales Skills and Strategies

2 Meeting Management

3 Negotiation Strategies

COURSE OVERVIEW & BENEFITS

As commercial and corporate clients become increasingly savvy about their borrowing needs and the products and services available to meet them, lenders' sales and negotiation tactics must keep pace. More often than not, that means tailoring their approach for every client.

Sales and Negotiation Skills teaches commercial and corporate lenders and relationship managers how to sell strategically—and successfully—to different clients and in different situations. By learning to facilitate productive meetings, handle objections, and manage negotiations effectively, they'll be able to close winning deals without breaching the institution's risk-return parameters.

Throughout the course, participants study essential best practices and learn how to apply them as they complete interactive exercises, observe video demonstrations, and familiarize themselves with helpful job aids they can continue to use post-training.

LEARNING OBJECTIVE

Learn proven best practices for selling an array of credit products and services and negotiating risk-averse, profitable deals that foster client loyalty and satisfaction.

COMPETENCIES GAINED

Participants will be able to:

- Choose and execute the right sales approach depending on the client and the situation.
- Facilitate productive meetings and events.
- Handle difficult situations and negotiations with greater confidence and control.
- Make astute tactical choices during the concession stage of negotiations.

TARGET AUDIENCE

Sales and Negotiation Skills is recommended for commercial and corporate lenders and relationship managers, and commercial and corporate loan analysts and underwriters transitioning into client-facing roles.

Contact us for more information at: elearning@moodys.com