



COLD CALLS WARM CONVERSATIONS

Available over Face-To-Face / Virtual Classroom

An IBF Accredited Programme

IBF Course Code: P200917ZLW / TGS-2022601067

Customer Experience & Relationship Management

B3. Customer Acquisition Management - Level 3 (FSE-CFC-3022-1.1-1)

COURSE SYNOPSIS & OUTLINE

One of the pivotal steps of sales is the first contact. We want you to ace your initial contact with a framework that arms you with the knowledge and techniques in creating a personal yet powerful introduction, leading to a warm conversation while discovering the needs of your customers.

In this course, you will walk away with a proven framework and tools that you can use immediately in building a warm and productive conversation with your customers. Come join us in this course and harness the benefit of learning and sharing with other sales professionals.

Course Duration: 1-day (8-CPD hours)

Target Audience: Sales, Service and Ops personnel in the Financial Industry who have to make sales or marketing related calls to customers.

COURSE FEE: \$648
AFTER IBF SUBSIDIES, YOU PAY:

CORPORATE & INDIVIDUAL

\$228 NETT

\$348 NETT

SINGAPORE CITIZENS AGED 40
YEARS OLD AND ABOVE

SINGAPORE CITIZENS BELOW 40 YEARS
OLD AND ALL PERMANENT RESIDENTS

Singapore Citizens aged 40 years old and above will be eligible for 70% co-funding of course fees, subject to prevailing grant cap.

FOR ENQUIRIES

Please contact MCLS:
enquiry@mcls.com.sg
(65) 6980 0678



COURSE OVERVIEW

TOPIC

TRAINING APPROACH

Overview in Customer Acquisition Programmes

- Why call?
- Where are your sources of leads?
- Key statistics in sales calls, what is the revelation?

- Lecture
- Group Discussion

Create a Differentiated First Contact

- Build your credibility
 - a. What you say
 - b. How you sound
- Make your intent clear

- Lecture
- Call Sample
- Group Activity

Ask Discovery Questions to Start a Conversation with your Customers

- Focus on your customers, not your script!
- Ask discovery questions that will help you to understand your customers better
 - a. What is the 'ABC' in getting started?
 - b. What are the 5 critical discovery questions?

- Lecture
- Call Sample
- Video
- Role Play

Present Potential Solutions to your Customers, based on the Conversation

- Summarise what you have heard and learnt
- What value can you provide?
- What are the next steps?

- Lecture
- Examples
- Group Activity

Handle the Objections and Close the Deal

- What is 'AAA' in objection handling?
- What are the types of closing approaches that you may use?

- Lecture
- Call Samples
- Video
- Role Play

Assessment

- Multiple Choice Questions (MCQ)
- Role Play
- Closing administration

- MCQ
- Role Play Assessment

IBF ENHANCED FUNDING

50%

FUNDING FOR ALL IBF ACCREDITED COURSES COMMENCING 01 JAN 2022
SINGAPORE CITIZENS AGED 40 YEARS OLD AND ABOVE WILL BE ELIGIBLE FOR 70% CO-FUNDING
OF COURSE FEES, SUBJECT TO PREVAILING GRANT CAP.

Course Fee - Cold Calls Warm Conversations

Full Course Fee	\$600.00
Full Course Fee with GST	\$648.00

Nett amount after funding (incl. GST)

70% subsidy applicable to courses commencing 01 Jan 2023 for all Singapore Citizens aged 40 years old and above

Singapore Citizens aged 40 years old and above	\$228.00
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50% subsidy applicable to courses commencing 01 Jan 2023 for all Singapore Citizens aged below 40 years old & Permanent Residents

Singapore Citizens & Permanent Residents	\$348.00
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Others	\$648.00
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ABOUT IBF-STTS PROGRAMMES

Cold Calls Warm Conversations has been accredited under the Skills Framework for Financial Services, and is eligible for funding under the IBF Standards Training Scheme (IBF-STTS), subject to all eligibility criteria being met. Participants are advised to assess the suitability of the programme and its relevance to their business activities or job roles.

IBF subsidies of courses are as follow:

- 50% subsidy is applicable to courses commencing 01 Jan 2022
Singapore Citizens aged 40 years old and above will be eligible for 70% co-funding of course fees, subject to prevailing grant cap
- GST funding support will no longer be applicable for Self-Sponsored Individuals for all courses with effect from 3 October 2022

Find out more on www.ibf.org.sg

ELIGIBILITY

Self-Sponsored Individuals

- Singapore Citizens or Singapore Permanent Residents physically based in Singapore
- Participant has to complete at least 75% attendance and pass all relevant assessments
- MCLS reserves the right to recover the funded amount from the participant if he/she does not meet the eligibility criteria

Corporate

- Singapore Citizens or Singapore Permanent Residents physically based in Singapore
- Company must be Singapore-based financial Institutions regulated by MAS (licensed or exempt from licensing by MAS) or FinTech firms certified by Singapore FinTech Association

MORE INFORMATION ABOUT IBF CERTIFICATION

About IBF Certification for courses eligible for IBF Qualified (IBFQ)

Participants who successfully complete this course and fulfill the required number of Technical Skills and Competencies (TSCs) for the selected job role can apply to be conferred the IBF Qualified (IBFQ) certification status.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/certification/Pages/Why-be-Certified.aspx>

About IBF Certification for courses eligible for IBF Advanced (Level 2/3)

Participants who successfully complete this course with at least 3 years of relevant financial services industry experience and fulfill the required number of Technical Skills and Competencies (TSCs) for the selected job role can apply to be conferred the IBF Advanced (Level 2/3) certification status.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/certification/Pages/Why-be-Certified.aspx>

About IBF Certification

This course addresses the following Technical Skills and Competencies (TSCs) and proficiency level:

- Customer Experience and Relationship Management - Customer Acquisition Management - Level 3 (FSE-CFC-3022-1.1-1)

Participants are encouraged to access the IBF MySkills Portfolio (<https://www.ibf.org.sg/programmes/Pages/MySkills-Portfolio.aspx>) to track their training progress and skills acquisition against the Skills Framework for Financial Services. You can apply for IBF Certification after fulfilling the required number of Technical Skills and Competencies (TSCs) for the selected job role.

Find out more about IBF certification and the application process on <https://www.ibf.org.sg/certification/Pages/Why-be-Certified.aspx>