

# SELL **BETTER** WITH INDIA'S **BEST**

## Sales Excellence Program

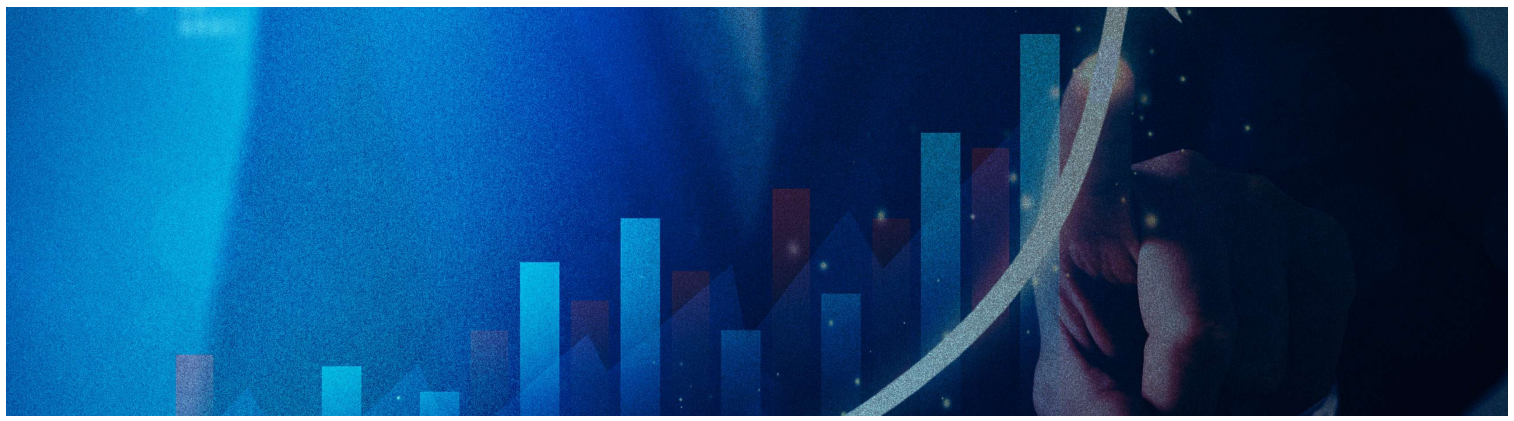
A short-term course by **UNext Maniplal Academy Of BFSI**

# Strategic Selling That Reaps Results

The BFSI sector is undergoing a digital transformation. New-age technologies like artificial intelligence, blockchain and cloud computing are propelling the Indian BFSI sector forward to be at par with global economies. But closer home, these technologies are setting the stage for improved operations and enhanced customer experience. Juxtaposing this technological revolution is a confident consumer market that is eyeing India's economic growth trajectory and is hungry for better investment opportunities.

When we take stock of this renewed BFSI landscape, a simple question emerges – is our workforce equipped to cater to a digitally-savvy and voracious consumer? Our answer to that is our **Sales Excellence Program**. A fast-paced curriculum designed to amass a sales force that is proficient in strategic selling, innovative technologies, domain understanding and relationship management. This course is designed to nurture adaptability, confidence, grooming and discipline in students so they are job-ready from day one. In this technological era, these strategic sellers will become your trump cards to success.





## Program Pedagogy: **Learning By Doing**

We employ experiential learning methodologies to give students real-world sales experience.

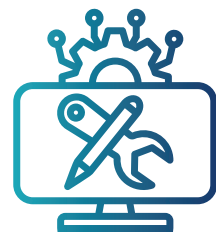
### **Case Study Learning**

Sales strategy, problem solving and practical execution, learned through real-world success stories and challenges.



### **Digital Proficiency**

Hands-on training with the latest software and digital tools.



### **Experiential Learning**

Communication skills, sale closing techniques and relationship management learned by achieving soft targets in a near-practical environment.



# Program Overview:

## A Detailed, Fast-Paced Curriculum

Our program focuses on strategic development, digital prowess, and culture alignment, while gaining an in-depth understanding of client partner's banking products and services. Here are all the modules of this program:

Introduction to Banking and Business Development

Regulatory Framework and Oversight in Banking

Communication Skills for Professional Growth

Understanding Banker-Customer Relationship

Retail Banking and Deposit Products Overview

Introduction to Mutual Funds and Investment Strategies

Understanding Term Deposits and NRI Accounts

Types of Insurance Products and Policies

Core Principles and Types of Lending

Asset Products of the Bank

Business Loans and Government Schemes

Enhancing Communication Through Empathy and Probing

Advanced Communication Tools and Negotiation Skills

Behavioural Skills and Time Management for Success

Building Effective Teams and Conflict Resolution

Cross-Selling, Up-Selling, and Consultative Selling

Data-Driven Sales Strategies

# Student-Program Fit:

## Who Is This Program For?



**Aspiring BFSI  
Sales Professionals**



**Entry-Level  
Sales Officers**



**Institutions  
Seeking Rapid Job  
Readiness**



**Sales Teams In  
Need Of Skill  
Enhancements**



**Professionals  
Transitioning  
To BFSI Sales**



## Who We Are

Established in 2008, Manipal Academy of BFSI, a UNext Learning entity and part of the Manipal Education and Medical Group (MEMG), is a premier institution that provides industry-relevant education and training for both freshers and experienced professionals in traditional operations, sales, and new-generation roles within the banking, financial services, and insurance sectors.

Dedicated to developing highly skilled, industry-ready professionals, we are committed to training the future leaders of the banking, financial services, and insurance sectors. Our history of excellence spans over 15 years, and we are pioneers in transforming talent for one of India's most dynamic industries.

With our expertise and deep understanding of market needs, we design learner-centric programs that equip our graduates to meet today's challenges while preparing them to be leaders of tomorrow.

# Our Impact Over The Years

**17+** Years Of Legacy

**1 in 5** Bankers In India  
Are Our Alum

**2,00,000+**  
Professionals Trained

**1,00,000+**  
First-Time Professionals Trained

**50+** Client Partnerships

**4,000+**  
Case Studies

**220+** Experienced Faculty



**To nurture next-gen  
sales professionals,  
drop us an email today.**



[connect@u-next.com](mailto:connect@u-next.com)

**unext**



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Academy of BFSI