



SHORT TERM CAPACITY BUILDING OF SALES TEAM

A BANKING INDUSTRY PERSPECTIVE (FAYSAL BANK)

Final Year Project

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Abstract:

Though sales team is always considered a key figure in organization's progress but given least preference for any kind of formal or informal training. All the effort is made to get the right candidate from the market having the right attitude. In the whole process one key element is always overlooked which is inducting the new hire.

Circumstances in banking industry has gone even worst as recent surge in industry especially consumer finance. There is never ending race of achieving targets in banking industry and constant pressure of achieving targets leads to high turnover in sales department. Due to rapid turnover and targets pressure there is hardly any consideration given to training the sales staff. Learning is either self reliant or poorly designed training modules to fulfill the basic requirement of training the new hire for the sake of documentation and shifting the responsibility on the employee. This results in low revenue generation and high turnover. Leaving the organization in a constant search for new staff and cycles never ends.

This gave rise to need of Training Need Analysis to assess the basic reasons of best sales force not being able to progress as expected. Second part of this study is to suggest a small, low cost, in-house training module to cater the subject issues. The objective of the project is to provide a model for the banking industry that can help build short term capacity building of sales team. A model that is neither time consuming or over costly to the organization.

This project starts with basic understanding of banking industry, it's history, current and future of the industry in chapter one. Chapter two narrows down the industry discussion to our organization of interest Faysal Bank's profile. Chapter three open's the discussion of importance of sales team, rationale of sales team trainings and evident benefits. Chapter four elaborates the decision of training the new hired sales staff in Faysal Bank through a Training Need Analysis (TNA) . Chapter further discusses , what needs to be taught in training if there is any. Chapter five provides a complete two days training choreograph providing all the minute details and course of action. Chapter six provides the conclusion and winds up the project with evidence of pre training targets achievement status and post training targets achievement.