

# Communication in the Modern Banking Environment

It is more important than ever encourage and use more specialized banking communications to ensure optimal advice and customer loyalty in the long term. The commitment of each banker required in the interpersonal relationship is the sensitive perspective on both processes: that of the adviser and that of the advisor to be consulted. We are confronted with strong emotion in this communicative area, whether it is clearly signaled or reduced in expression. Added to this is our own personal condition.

On the other hand, the staff is involved in a given course of practice, based on times and dates. What remains is the fine line between "human" behavior and economic thinking.

## Learning objectives:

The training should help to feel more conscious in a situation and to set more limits when it comes to overacting. It is to be seen as an impulse, without pretending the ultimate solution. Only the constant development of our capabilities and facets ensures a humane and respectful communication, which is especially expected of a Wealth Management Banker. The appearance of each employee is always to be seen as a business card of the company. Personal first contact is thus an essential key to sustainable customer loyalty

## Topics:

The challenge to lead a customer-oriented appearance lies in the following points:

- The appearance is adapted to the company in a friendly and effective way
- It is competent in leadership, information and solution.
- Awareness of active communication access ensures shorter meetings, including motivation, argumentation, diplomacy.
- Body language and posture as a supporting effect.
- A positive impression leaves a further building block for a harmonious overall picture.
- Flexibility with customer demands offers optimal orientation for the customer.
- Vision as a motivation for the mission

## Methodology:

### Your coach supports the following values:

The training offers a constant change between self-image and external image. Only through a clear self-analysis the participants recognize their personal performance energy and what impact will be their advantage. By experiencing practical examples, all participants are both observers and actors to sharpen perspectives. It is always important to pay attention to the overall picture of the company's philosophy, customer base, current day-to-day business and the complexity of the employee, since various requirements lead to flexible handling. In order to create a homogeneous scenery, one has to pay attention to a guided group dynamic. A built-in "mini-sequence" individual coaching is highly recommended to promote individual strengths.

## Who should attend

Communications' and relationship Managers; Customer Support Supervisors; CSR etc

## Duration:

2 days

