



COLD CALLS WARM CONVERSATIONS

Available over Face-To-Face / Virtual Classroom

An IBF Accredited Programme

IBF Course Code: P200917ZLW

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: \$642
AFTER IBF SUBSIDIES, YOU ONLY PAY:

SINGAPORE CITIZENS
AGED 40 YEARS OLD AND
ABOVE

SINGAPORE CITIZENS
BELOW 40 YEARS OLD
AND ALL PERMANENT
RESIDENTS

CORPORATE

\$102 NETT

\$162 NETT

INDIVIDUAL

\$64.20 NETT

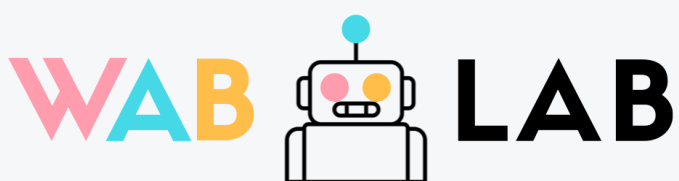
\$128.40 NETT

Singapore Citizens aged 40 years old and above will continue to be eligible for 90% co-funding of course fees, subject to prevailing grant cap.

ON TOP OF THE SUBSIDIES, REGISTERED FINANCIAL INSTITUTES ARE ALSO ELIGIBLE FOR TRAINING ALLOWANCE GRANTS:

\$80 APPLIED VIA YOUR ORG FROM IBF

All fees are inclusive of GST. Subsidies are applicable for all Singaporeans & PRs. For more details on funding, please refer to Page 3.



In partnership with Monochrome Learning Solutions

Course Advisor:

Contact No:



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

80%

FUNDING FOR ALL IBF ACCREDITED COURSES COMMENCING BETWEEN 1 JANUARY 2022 TO 30 JUNE 2022. SINGAPORE CITIZENS AGED 40 YEARS OLD AND ABOVE WILL CONTINUE TO BE ELIGIBLE FOR 90% CO-FUNDING OF COURSE FEES, SUBJECT TO PREVAILING GRANT CAP.

\$10

CORPORATE TRAINING ALLOWANCE GRANT FOR ALL IBF ACCREDITED COURSES COMMENCED BY 1 JULY 2021 AND COMPLETED NO LATER THAN 30 SEP 2022. APPLICABLE TO ELIGIBLE COMPANY SPONSORED PARTICIPANTS ONLY.

Course Fee - Cold Calls Warm Conversations

Full Course Fee	\$600.00
Full Course Fee with GST	\$642.00

Nett amount after funding (incl. GST)

90% subsidy applicable to courses between 1 January 2022 to 30 June 2022 and completed no later than 30 September 2022 for all Singapore Citizens aged 40 years old and above

Singapore Citizens aged 40 years old and above	Self-Sponsored	\$64.20
	Corporate	\$102.00

80% subsidy applicable to courses between 1 January 2022 to 30 June 2022 and completed no later than 30 September 2022 for all Singapore Citizens aged below 40 years old & Permanent Residents

Singapore Citizens & Permanent Residents	Self-Sponsored	\$128.40
	Corporate	\$162.00

Others		\$642.00
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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:

- 80% subsidy is applicable to courses conducted between 1 January 2022 to 30 June 2022 and completed no later than 30 September 2022

Singapore Citizens aged 40 years old and above will continue to be eligible for 90% co-funding of course fees, subject to prevailing grant cap.

For company-sponsored individuals, the Training Allowance Grant will apply to IBF recognised courses that commence on or before 30 June 2022, and must be completed no later than 30 September 2022. Applicable to eligible company sponsored participants only.

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

All information is correct at time of printing (23 March 2022)
MCLS reserves the right to make changes at anytime without notice at its discretion

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>