

Support a large retail bank in Asia to transform their front line sales operation and build the capability for sales managers, reps and tellers

Situation	What we did	Impact
<ul style="list-style-type: none"> ▪ Client is a large Asian retail bank (ranked one of the top in Japan in terms of amount of deposit) ▪ Client has been losing its customer base by around 20% in the past several years, due to low sales capability and sales management capability 	<ul style="list-style-type: none"> ▪ We did two long term studies (the 2nd one is on going) <ul style="list-style-type: none"> — Front line sales transformation by designing sales tools, sales management tools, meetings and coaching models that can be used by the sales managers, reps and tellers (2012- 2014) — Front line capability building by developing and implementing field and forum style talent management training program (2014- on going) ▪ Meanwhile of implementing the two programs above, we also trained ~100 change agents around Japan to lead and support the changes in the front line branches 	<ul style="list-style-type: none"> ▪ 30~50% improvement of key sales KPIs in for the first program ▪ 80% of the staff who joined the second program improved their sales capability which led to a further sales performance improvement