Experiencing great for corporate banking...

Client need

A leading Chinese bank needed to **build customer centricity and enhance collaboration among the different roles of the team.** With 300 corporate banking Relationship Managers performing below the average company standard, the bank partnered with BTS in order to equip its leaders with tools and modules to develop critical skills for interacting with clients.

The solution...

The bank partnered with BTS to design a comprehensive learning and development program. In order to help the company achieve its desired outcomes, BTS...

- Developed a playbook pinpointing the behaviors, mindsets, and critical leader actions that would set "great" leaders apart from "not-so-great" leaders in team interactions
- Created a scenario simulation and role-plays for leaders to experience the desired behaviors
- Designed a customized "Sales Accelerator" series to improve customer interactions
- Provided every participant with "Go-Do" actions that served as accountability mechanisms to ensure long-term learning

bts
Strategy made personal

Results

Year-over-year growth for participating branches:

14%
increase in loans

44%
increase in profit

75%
increase in middle income

Delivered six times in a year, touching 631 people from 25 branches at the bank.

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