

Why Your Bank Will Fail at Cross-Selling

MARCH

Marketing

required based on this concept. In many institutions, the RM only needs to have the basics in a certain product line to be effective. Notwithstanding this, the breadth of products that most banks now offer creates a training challenge that few banks are by their own estimate meeting.

Sales skills development should be a high priority in any organization. Although there are all kinds of training available from online to video and audio cassette to satellite-delivered distance learning to totally customized programs, the most effective is a combination of all of these. The most effective is a combination of all of these.

