

Case Study No.7



AIB is predominantly a business bank which has attracted remarkable plaudits by winning the Forum of Private Business' "Britain's Best Bank" award almost consistently every year for the past decade



We develop a sales awareness programme for AIB

“Overall the programme was very well received and has definitely contributed to increasing people’s awareness of the need to win business, as well as improving their skills to do so”.

**Head of Training and Development
AIB (GB)**

Background

AIB’s business had grown rapidly and for a number of years it had been voted ‘Best small Business Bank in Britain’ by the Forum for Private Business, beating all the major banks in the process.

Objective

The bank wanted to increase ‘sales awareness’ across its UK branches whilst maintaining its strong reputation for customer service and relationship building. They needed a programme that everyone in the branch network would attend.

Methodology

We devised a sales awareness programme that could be cascaded down the organisation. Consisting of seven 30 - 40 min sessions we first trained staff members from each branch to deliver the programme. Over six months over 750 branch staff from across the UK attended the locally run sessions.

Outcomes

The programme received good feedback from around the country and was considered to be a powerful net benefit to the business. We were subsequently asked to develop an additional series of modules for roll out the following year and have since been working with individual branches to develop their sales and customer service offering.