PPI Training Courses

ADDRESSING THE NEEDS
OF
SALES STAFF AND
PERFORMANCE MANAGERS

- Sales Staff
- Service Centres
- Team Leaders
- Trainers
- Managers
- F&I Specialists

To see how we can help you to move your business forward please call

Tel: 01625 828162
Email: info@ladirection.com
www.ladirection.com

Payment Protection Training – Course Content

Workshop Title | Page

Payment Protection Training – For Front Line Sales Staff
Product knowledge and Sales Compliance

The FSA requires firms to have adequate training and competence arrangements. This workshop is designed for any front line staff who sell Payment Protection products and the content can be tailored to meet the requirements of the organisation and the needs of the individual.

Aim:

To give sales staff the knowledge to offer Payment Protection products with confidence and in a compliant manner.

Objectives:

By the end of the workshop participants will;

- Be able to explain the key features of the product so customers have sufficient information to make an informed decision
- Know the importance of treating customers fairly and have a clear understanding of organisation's values and principles
- Know the basic FSA principles and put them in to effect so they able to deliver a compliant outcome and the appropriate level of customer protection
- Be able to consistently adhere to the organisation's sales process
- Have practical, hands on experience of following telephone scripts / face-face sales processes

Course Content:

- PPI- Background and market awareness
- Why people buy PPI and why they don't
- Policy terms and conditions
    - Significant benefits and exclusions
    - Cancellation and complaints procedure
    - Basic Principles of Insurance
- Putting the customer first
    - Principles of TCF
    - Ensuring communication is Clear Fair and Not Misleading
    - Company Values
- FSA Principles of Business and applying these principles to PPI
- Overview of the ICOB rules relating to sales
- Required pre-contractual information
- The sales process (advised or non-advised)
- Practise session using tele-coach equipment and/or video
- Review and feedback
- Written knowledge assessment

Payment Protection Training – For Front Line Sales Staff
Product knowledge and Sales Compliance

Course Duration:

Dependent up on previous knowledge and experience (1-2 days)

Course Design:

We work with your product, sales and compliance team to ensure the workshop is designed and delivered in line with the organisations principles and processes. All materials are approved prior to roll out.

Payment Protection Training – For Front Line Sales Staff
Sales Communication Skills

This workshop is designed for any front line staff who sell Payment Protection products. Recent FSA investigations have highlighted that many companies do not approach the sales process with the customer's interest at heart. Also, many sales staff find working with scripts and a compliant sales process increasingly stressful and, as a result, many have lost their natural ability to build relationships with customers. This workshop is designed to give staff the communication skills needed to reduce conflict and build trust with customers which in turn creates a positive buying experience.

Aim:

To give sales staff the skills to effectively communicate with customers during the sales process.

Objectives:

By the end of the workshop participants will;

- Have the skills to deal effectively with customer concerns and objections
- Be able to identify different customer buying styles
- Adapt their own communication style to get in rapport with customers
- Be able to help customers make an informed buying decision
- Have practical, hands on experience of following telephone scripts / face-face sales processes

Course Content:

- Review the sales process
- Seeing the sales process from the customers point of view
- The Nature of Customers
    - The TetraMap of Behaviour
    - Action plan for adapting communication styles
- No pressure sales techniques that work
- Reducing tension and building trust
- Essential questioning and listening techniques
- Helping the customer reach a buying decision
    - Dealing with concerns and objections
    - Closing the sale
    - Essential documentation and administration
- Practise session using tele-coach equipment and/or video
- Review and feedback
- Written knowledge assessment

Payment Protection Training – For Front Line Sales Staff
Sales Communication Skills

Course Duration:

1 day

Course Design:

We work with your product, sales and compliance team to ensure the workshop is designed and delivered in line with the organisations principles and processes. All materials are approved prior to roll out.

Payment Protection Training – For Team leaders and Supervisors
Maintaining a High Performing Competent Sales Team

This workshop is designed for team leaders /supervisors who manage teams selling Payment Protection products. Recent FSA investigations have highlighted that many companies fall short of meeting expected Training and Competence requirements. Team Leaders are under increasing pressure to maintain high performing teams which do not breach stringent regulatory compliance requirements. This workshop is designed to give team leaders the tools and techniques to motivate and coach staff to ensure competence is maintained without losing a focus on results and performance. Workshop participants will need to have in-depth knowledge of the PPI terms and conditions and the regulatory requirements of the FSA.

Aim:

To give team leaders/supervisors the knowledge and skills to effectively manage and coach their sales team.

Objectives:

By the end of the workshop participants will;

- Have carried out a training and competency assessment
- Have the skills to tackle barriers and resistance from sales staff
- Set and agree performance standards
- Have the tools and ability to give effective and consistent feedback
- Be able to communicate effectively with individual team members
- Be able to distinguish between what coaching is and what it is not
- Practice the skill of gaining commitment in coaching

Course Content:

- PPI – What a manager needs to know
- FSA Training and Competency requirements
- Team assessment
- Identifying barriers and resistance
- Dealing with difficult and conflicting opinions and behaviours
- Review the sales process in line with FSA regulatory requirements
- Seeing the sales process from the customers point of view
- No pressure sales techniques that work
- The Nature of People
    - The TetraMap of Behaviour
    - Action plan for adapting communication styles
    - Reducing tension and building trust with team members
- Essential coaching techniques
- The GROW model
- Giving effective feedback
- Obtaining commitment and action to change

- How people learn
- Recognising and appealing to differences in learning styles
- Practise session using real life case studies
- Review and feedback
- Written knowledge assessment

Course Duration:

Dependent up on previous knowledge and experience (1-2 days)

Course Design:

We work with your product, sales and compliance team to ensure the workshop is designed and delivered in line with the organisations principles and processes. All materials are approved prior to roll out.

Payment Protection Training – For Trainers and Managers
Techniques for Delivering Training to Front Line Staff

This workshop is designed for trainers and managers who are responsible for training front line sales staff to sell Payment Protection Products. Many companies fail to constantly review, update and amend training programmes to ensure they provide sales staff with the knowledge and ability required to operate compliantly when selling Payment Protection. This workshop is designed to give trainers and managers the knowledge and skills to deliver effective training programmes and monitor and assess competence. Workshop participants will need to have in-depth knowledge of the PPI terms and conditions, the regulatory requirements of the FSA and the organisation's sales and compliance procedures.

Aim:

To give trainers and managers the knowledge and skills to deliver quality training programmes to front line sales staff.

Objectives:

By the end of the workshop participants will;

- Have carried out a training and competency assessment of current programmes
- Have the skills to deal with barriers and resistance from delegates
- Be able to design and deliver a variety of training events
- Have the tools to deliver both classroom and one-one learning
- Be able to communicate effectively with delegates
- Be able to measure and evaluate the effectiveness of the training
- Practice delivering a PPI workshop

Course Content:

- PPI – What a trainer needs to know
    - Product knowledge
    - Reading policy terms and conditions
    - The sales process
- FSA Training and Competency requirements
    - Organisational Learning and development assessment
- Review the sales process in line with FSA regulatory requirements
- Identifying barriers and resistance from delegates
- Dealing with difficult and conflicting opinions and behaviours
- The Nature of People
    - The TetraMap of Behaviour
    - Action plan for adapting communication styles
    - Understanding how different elements learn
    - Reducing tension and building trust with delegates
- Essential coaching techniques for 1-1 learning
- The GROW model
- Giving effective feedback

- Making learning fun
    - Using Accelerated Learning techniques
- Practise session – delivering a learning bite
- Review and feedback
- Written knowledge assessment

Course Duration:

Dependent up on previous knowledge and experience (1-2 days)

Course Design:

We work with your product, sales and compliance team to ensure the workshop is designed and delivered in line with the organisations principles and processes. All materials are approved prior to roll out.

Why LA direction?

- All our training consultants are CIPD qualified
- Accredited FSSC Recognised Trainers
- Master Facilitators for TetraMap Certification programmes
- We have a wealth of knowledge and experience within the finance and insurance industry
- We have nationwide training consultants who are knowledgeable and enthusiastic
- We have a proven track record

Our philosophy

- To work with clients to develop their business and achieve goals
- Keep training solutions simple and practical
- Ensure training is relevant by designing client specific programmes
- Deliver professional high quality courses and produce new programmes in accordance with business changes and development

To find out how we can help you achieve your business goals please contact Anne Clews on:

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LA direction

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