

Bank Austria-Creditanstalt chooses consultative approach

1998 saw Huthwaite deliver SPIN® Selling Skills to 98 Hungarian employees at leading international financial house, Bank Austria-Creditanstalt

Corporate account executives at Bank Austria-Creditanstalt participated in the training programme, which introduced them to Huthwaite's concept of consultative selling.

György Beck, General Manager of Huthwaite Hungary, explains: "Before the training, the junior and senior corporate finance sales people had based their sales techniques on their own ideas and had also learned from each other's methods. They were enthusiastic to develop new skills and advance their understanding. The SPIN®

Selling Skills training really gave them a structure for how to deal with the clients' needs, and use a more consultative sales approach."

Commenting on the training, Bank Austria-Creditanstalt's Dr György Bärány, (Director of HR), says: "After a thorough qualification process we chose Huthwaite Hungary to train our corporate finance staff. Our objective was to provide training, which is specific to their work, and their behaviour. Also the way our corporate financial staff deal with clients is important in enhancing the client oriented image

of our bank."

Although the training has just recently been completed, Dr György Bärány, is confident that the skills learnt will be of use, "Because of the nature of the banking industry, it is a bit early to talk about results, but the messages learned will be a good basis for business development."

György Beck adds: "I strongly believe we will be able to see positive results once the executives have had the opportunity to put what they have learned into practice."



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