



Channel Innovation in Financial Services: A Practitioner's Guide to Development and Integration (Keys to Sales Success)

Sandy Vaci

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Book 2 in the Keys to Sales Success series - the complete guidance package for sales professionals How do I set up a sales agent network? How will I control it? How much time will it take to build? How should I layer functionalities across different electronic channels? How to design the best contract for brokers and alliance partners? Are there any templates I can trust to evaluate potential branch locations? What to ask for in terms of customer relationship management (CRM) to best integrate my sales channels? How should my service quality benchmarks change across channels? What works, and what does not, in 'social media' channels? What could be the next big thing in internet banking? What is 'community banking' and how can I use it to build my network? If you ever asked yourself questions like these, this book is for you. Channel Innovation in Financial Services: A Practitioner's Guide to Development and Integration gives you a practical guide through the many different channel possibilities that exist today in financial services, with examples, implementation templates, case studies, 'to dos' and 'watch out fors'.

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