

## **Excellence in Selling Islamic Financial Products & Services**

### **Objectives**

Participant will be trained to command the elements and drivers of succeeding in selling Islamic financial solutions, and will get acquainted with the three gaps affecting the successful sale of them: Sales, Services and Islamic-related gaps. participant will be trained to overcome them or workaround them.

### **Program Outline**

1. Introduction to Islamic Financial Transactions and the Fundamentals of Islamic Banking.
2. Types of Islamic contracts.
3. Elements of selling excellence for Islamic financial solutions.
4. Characteristics of type of customers who interact with Islamic financial institutions, and the effect of these characteristics on their purchase decisions.
5. Sales gaps when selling Islamic financial solutions.
6. Islamic-related gaps when selling Islamic financial solutions.
7. Challenges facing the selling of Islamic financial solutions.
8. Success factors for selling Islamic financial solutions.

### **Targeted Participants:**

Professional working in Sales Management, Sales Promotion, Training, Marketing Management, and in the related Support units.

### **Language:**

Arabic or English

### **Program Duration:**

18 Training Hours

### **Learning Level**

Specialized Knowledge.