



Channel Innovation in Financial Services: A Practitioner s Guide to Development and Integration: Compete Guidance Package for Sales Professionals Bk. 2

By Sandy Vaci

Searching Finance Ltd, United Kingdom, 2010. Paperback. Book Condition: New. 295 x 208 mm. Language: English Brand New Book ***** Print on Demand *****.Book 2 in the Keys to Sales Success series - the compete 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...



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