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## Global Bankers Institute's BEST! Branch Manager Training Results in 18% Sales Increase For African Retail Bank

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Global Bankers Institute (GBI), dedicated to delivering the BEST! Training, Communication and Consulting Services to banks and Financial Companies announced successful implementation of its BEST! Branch Manager training curriculum to a large retail bank in the Middle East.

GBI delivered its time-tested BEST! Branch Manager training program in the classroom to 22 branch managers in early fourth quarter, teaching concepts such as business development, maximizing market and wallet share, coaching and motivating the sales team, performance management, and much more. Prior to delivery, GBI worked with the Bank to define ROI targets, and conducted a pre-assessment of all branch manager participant skills. Following delivery of the session, GBI confirmed ROI target achievement and business results over a 6-week period, documenting a 18% increase in sales across all trained branches. Additional results included, 25% increase in customer satisfaction survey ratings of 95% or better, 50% increase in calls and proposals to new clients, and an 19% decrease in transaction errors.

### **About BEST! Branch Manager Training**

Based on global best practices in branch management training, GBI's BEST! Branch Manager Training builds excellent, entrepreneurial branch managers who achieve the bank's business goals by running their branches like a business. Topic areas covered include: Overview of Banking Training, Roles and Responsibilities of Branch Managers, Products and Services Training, Branch Manager Transactions Training, Branch Leadership Training, Branch Coaching and Mentoring Training, Advanced Branch Customer Service Training, Sales Coaching Training, Branch Performance Management Training, Branch Manager Compliance, and Security and Risk Training.

### **About Global Bankers Institute**

Global Bankers Institute (GBI) is a Training, Communication and Consulting Firm dedicated to the banking and financial services community with innovative top-quality programs that provide measurable business results. With a headquarters in the heart of the financial district in New York at 245 Park Avenue, GBI has locations and representatives around the world. GBI's services based on global best practices include Anti-Money Laundering (AML), Bank Secrecy Act (BSA), Branch Management Training, Branch Security Training, Business Development Training, Career Mapping, Certification, Children's Programs, Classroom, Coaching, Code of Conduct, Communication Programs, Competency Mapping, Compliance Audit, Consumer Lending Training, Continuity Planning, Corporate Governance, Corporate Culture, Crisis Management, Cultural Sensitivity, Customer TouchPoints, DeNovo Banks, Diversity, Documentation, eLearning, Ethics Training, Fraud Prevention and Reporting Training, Gap Analysis, Harassment, Information Security Training, Leadership Training, Marketing and Advertising, Marketplace Development, Mentoring, OFAC, Onboarding, Organization Structure, Outsourcing, Outward Bound, Platform Sales, Problem Solving, Product Development, Production Standards, Productivity and Quality, Professionalism, Project Management, Quality Assurance, Records Management, Recruitment, Reengineering, Relationship Management, Relationship Selling, Risk Assessment, Sales and Service Training, Security Planning, Seminars, Strategic Consulting, Supervisory Skills, Sustainability, Systems Training, Teller Training, TNA, Train-the-Trainer, Wealth Management, Workforce Development and Workplace Safety.

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*Simply the **BEST!***



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The Global Bankers Institute Pledge:

- GBI will deliver the finest quality programs you have ever used.
- GBI will deliver the most exemplary service you have ever experienced.
- GBI will measure and demonstrate positive return on investment.

The Global Bankers Institute Philosophy:

- A customer-centric approach reflected in every project.
- No surprises - on time, on budget, on point delivery of every solution.
- Communication and collaboration are the basis of our partnership

Our GBI Money Back ROI Guarantee:

- GBI will measure and demonstrate Business Results.
- GBI will meet ROI targets or we refund your fees.
- GBI is proud to introduce this innovative approach to ROI - the first of its kind in our industry.

For more information about Global Bankers Institute, please visit [www.globalbankersinstitute.com](http://www.globalbankersinstitute.com) or contact Dr. Linda Eagle at +1.212.579.5500 x 3106 or [linda.eagle@globalbankersinstitute.com](mailto:linda.eagle@globalbankersinstitute.com).