

AON

Transforming Sales Excellence at a Leading Bank

AON

partnered with one of



Asia's largest banks

To strengthen its sales force through a personalized Sales Academy approach.

The Challenge

Pain Points and Stakes

The bank faced intense external pressures in a rapidly evolving financial services landscape, including digital disruption, rising customer expectations, and aggressive competition in retail and commercial banking. Internally, the organization grappled with inconsistent sales performance and outdated methodologies.

Key challenges included:

- Low cross-selling ratio
(1.8 products per customer vs. target of 3.0).
- Limited digital selling capabilities and reactive client engagement.

500+

relationship managers had wide performance variance.

23%

Only meeting quarterly targets.

Declining market share

12% & Annual Customer Attrition.

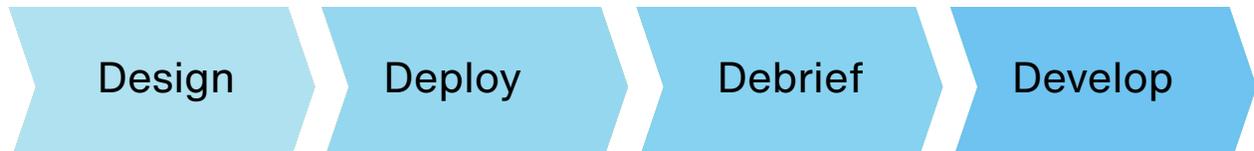


The bank sought to transform its sales force into trusted advisors capable of navigating complex markets and delivering exceptional customer value.

Aon's Strategic Solution

Expertise in Action

Aon's **Design, Deploy, Debrief, and Develop** approach was tailored to the bank's strategic objectives, embedding its values of customer-centricity, agility, and innovation.



The Sales Academy program focused on modern selling techniques and digital engagement. The program featured interactive workshops, gamified competitions, and mobile microlearning, ensuring practical skill application.

Design & Setup

Conducted ADEPT-15 Sales Assessments and 360-degree feedback to identify capability gaps.

Assessment Tools

Integrated customer feedback and digital readiness evaluations to align with market needs.

Development Journey

Delivered modules on customer-centric selling, strategic account management, and high-net-worth client engagement.

Robust Evaluation

Included virtual reality simulations, action learning projects, and certification assessments.

The journey was anchored across 3 pillars -managing self, teams and change



Managing Self

- Growth Mindset for Targets and Change
- Emotional Intelligence for Sales Leaders
- Resilience in Sales
- Influencing without Authority

Managing Teams

- Recruiting Top Sales Talent
- Setting & Managing Sales Targets
- Engaging and Energizing Teams
- Building Competitive & Collaborative Culture
- Sales Enablement & Tools Adoption
- Coaching for Sales Performance

Leading Change

- Leading Through Market Disruption
- Agility in Fast-Moving Environments
- Leveraging Data & Technology for Sales

Results

Transformative Impact

Aon's Sales Academy delivered significant outcomes, strengthening the bank's sales capabilities and market position.

● Skill-set Enhancement

87%

participants demonstrated improved sales behaviors

82%

participants excelling in digital selling

● Performance Improvement

78%

relationship managers met or exceeded targets

45%

increased deal closure rates

● Business Impact

28%

increased revenue per customer with cross-selling ratio of 2.8 products per customer.

45%

improved customer retention

Client Feedback

Voices of Success

“Aon’s Sales Academy redefined our approach to sales. The program’s focus on practical skills and digital integration has driven measurable results across our business.”

— Chief Commercial Officer

“The training was transformative. I now engage clients with confidence and a solution-oriented mindset.”

*— Program Participant,
Relationship Manager*

Aon’s Ongoing Partnership

Future Outlook

Aon’s partnership with the bank continues to grow, with initiatives to expand the Sales Academy to other business units and develop an advanced digital sales curriculum. Leveraging global expertise and proprietary tools, Aon is committed to sustaining the bank’s sales excellence and competitive edge.

Your Growth Journey Begins Here

Get in Touch



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