



Banco
BHD León

Mujer **Mujer**

Tú lo cambias todo
Apostamos a ti
con todo

Pres.: Daniel Gutiérrez,
Republica Dominicana



Banco **BHD León**

Agenda

Purpose & Context

- Market
- BHDL

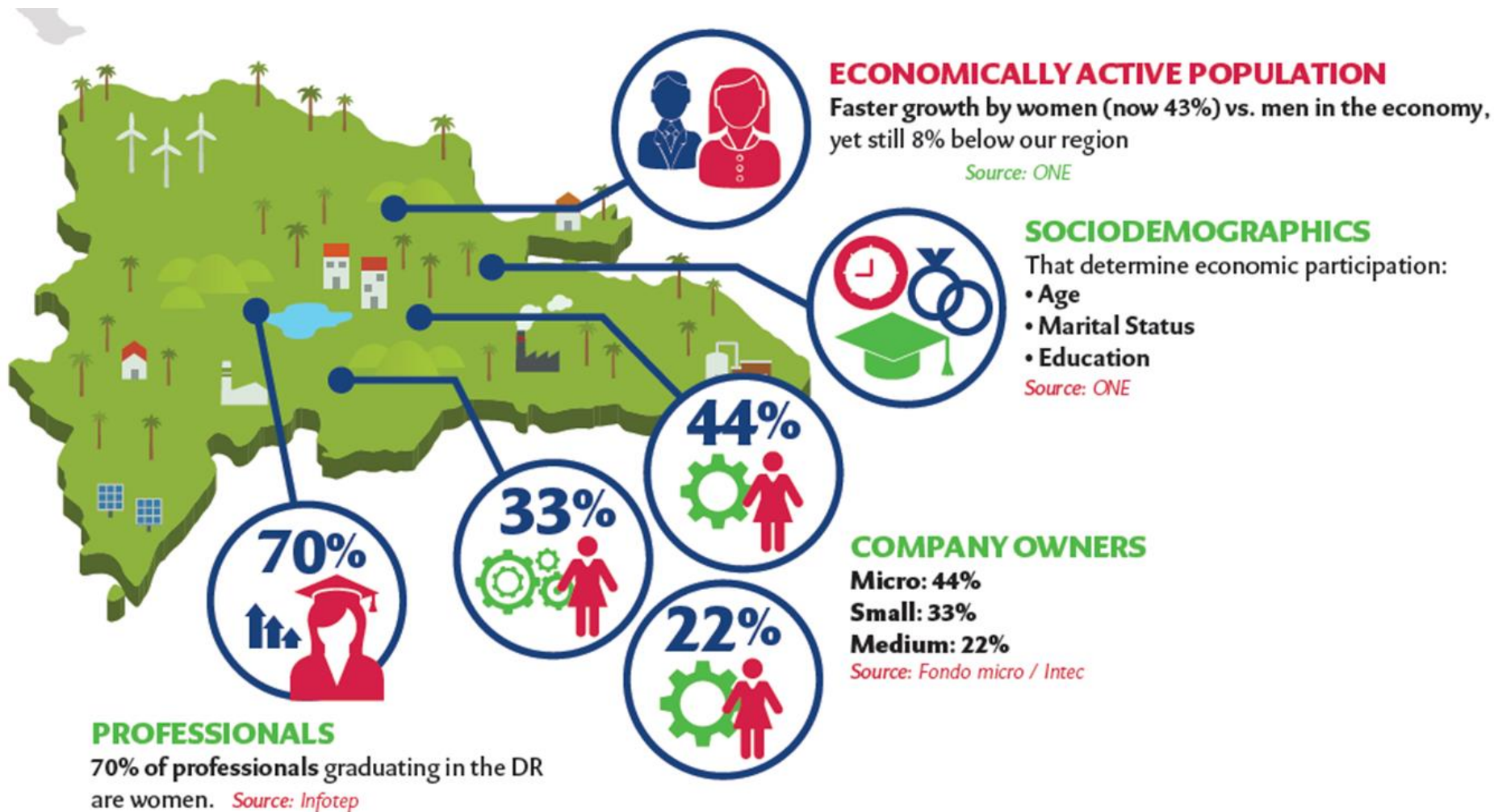
Gender Strategy

- CVP

Sales Force Strategy

- Business Model Adjustment
- Transforming our Selling approach
- Building skills

Purpose & Context : Dominican Market and BHDL



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Una MUJER MUJER, conquista grandes proyectos



Salud

Protección para ti
y los tuyos



Vial

para obtener y
mantener tu vehículo



Negocios

soluciones para
desarrollar tu negocio



Hogar

compra, remodela o
mantienen tu casa



Educación

facilidades para ti
y tus hijos



Una Mujer **Mujer** sabe que su talento es su mejor socio

Te ofrecemos una serie de productos con beneficios especiales para ti y tu negocio



Tú lo cambias todo
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Más información llamándonos al 809-243-5000
y en bhdleon.com.do



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Business Model Adjustment



Changing Selling approach

Evolving from a “push product” approach to delivering solutions that fulfill customer needs.



Building skills



Its key success factors are:

- Coaching & feedback
- Discipline
- Measuring impact

Transforming our sales approach requires a three stage process

Stage 1:

Designing the how

- Knowledge transfer
- Detailed design and implementation tools
- Selecting the leaders

Stage 2:

Make it tangible

- Empowering our mentors
- Two way learning process
- Continuous improvement
- Discipline

Stage 3:

Creating impact through a strengthened sales model

- Coaching
- Leadership Business Model
- Dedicated Support Team

Building Skills