



**UPSKILL HOUSING LOAN AGENTS USING  
CHILDHOOD GAMES  
FOR THE COUNTRY'S LEADING NBFC  
COMPANY**



## The Client

The client is one of India's leading NBFC company.

## Business Situation

The client wanted to create a scenario where the agents can prioritize the client's products and create a win-win situation for the agent, his/her staff and the client .

## Client Requirements

The Client needed to have agents who can prioritize the client's products as part of their sales portfolio, identify suitable products that meet their customer needs, explain the benefits of the client's products to customers & close the sale.

## Solution Proposed

### *Training Outcome & Approach*

The goal of the training is for the participants to have clarity in suitable client product prioritization for the customer. An Inbound / Outbound Activity-based Training Workshop was proposed for this. The Inbound/Outbound based workshop allows the Agents to learn in an informal construct and gave them a different experience that they will remember with an emotional connect with the client to own up the brand.

### *Program Delivery*

The program was a 3-Day (Inbound / Outbound, Activity-driven) Instructor Lead training workshop from 10:30 to 17:30 covering performing agents from different towns/cities in batches of 25-30. The local Regional Managers also participated for bonding and moving ahead.

4 different games from childhood were re-lived by the participants and in a way connect to the business scenario. A 4 way Tug of war to understand how a customer is the center among different products from different companies, Jenga towers to showcase how to decide on what products to sell based on the customer's requirement, Traffic Jam to establish the importance of simplifying the process of selling and Building Blocks to demonstrate the importance of team work, support and collaboration.

## Measurable Benefits

All the sessions revolving around game/activity. With this mode, every participant was involved and enjoyed thoroughly. Learning was achieved through Reflection, Peer-sharing, Action-learning accompanied with debriefing sessions with PPTs linking the activities and games.

## Key Learning



Childhood games can be used as a training methodology which brings in a sense of nostalgia and conveys the message in a very simplistic way.