

The topic of the diploma thesis is the case study of the business conversation with the client for persona! bankers and its psychological aspects. There is described the training programme, which has to develop the sales skills of the persona! bankers. The first part of the training is divided into six steps of business conversation with client and includes also the development centre. It means there was also evaluation of the sales skills level of the participants. Then the second part of the training should take place - the advanced sales training - systematic six modules training, designed to eliminate the identified sales skills deficits. But only the first part of the training programme was realized, because the different training priorities were identified for the next year. Only part of the persona! bankers took part in this training.

The theoretical part of the diploma thesis describes the communication theory and the training preparation problems. The empirical part of the diploma thesis describes the persona! banker position and then concerns on the first part of the training programme. There is also the methodology of the evaluation of the sales skills Ieve I.