KNOWLEDGE
For Training

1. Course Details:

Course Code : BANK-003
Course Title : Customer Relationship Management in Corporate Banking
Course Duration : 5 Days

2. Course Overview

- This course is intended for those interested in how to develop and deliver a Customer Relationship Management based approach for corporate banking customers. It is geared for senior and middle management and is relevant to the fields of strategy and planning, marketing and product development, sales management and business analysis, risk management, and human resources. It serves as an introduction to the key concepts of CRM, as well as including practical detail on their application to improving sales and marketing to corporate banking customers by Relationship Managers.

3. Learning Outcomes:

- A familiarity with the high-level concepts of strategic marketing, and particularly the significance of identifying and embedding a Customer Focus within the strategy
- A true understanding of the richness of the potential CVP for corporate customers, and specific ideas on how to enrich and differentiate it
- Practical ideas on how to approach the segmentation of the corporate banking market
- A good understanding of the key features commonly found in corporate banking CRM technology and software, and how to achieve good results with a limited budget
- A grounding in 'Consultative Sales' techniques –most notably how to avoid fall into the price trap in negotiations with customers

4. Course Contents:

- Principles of Strategic Marketing And CRM
- CRM Tools and Techniques
- Segments, Customers and Competitors
- Organizing and Managing the RM Team
- Product Management and Cross Sales
- Pricing Tactics and Consultative Sales

5. Our Methodology:

- Make coaching and monitoring innovative and using modern
- Media training also using on the go training by using interactive means and focusing on
- The exercises, practical applications and real situations study.
- Live delivery method, instructor-led training.
- Experienced consultant, trainers, and professional.

- Qualified trainer with high-level experience

6. Attendance Reports:

- Send daily attendance reports to trainingdep
- Send full attendance report to training dep. by the end of thecourse
- Attend 100 % from the course days also providedaily
- Issue attendance certificate for participant who attend minimum 80% from the course duration

7. Pre/Post Reports:

- Pre- assessment before starting training.
- Post assessment after finish training
- Full report for the deferent between Pre-& Post assessment

8. Who Should Attend?

- Staff and management experienced in corporate banking, including relationship
- Product Managers
- Bankers from the relevant functions covering strategy and planning
- Marketing and product development
- Sales management and business analysis, risk management, and human resources