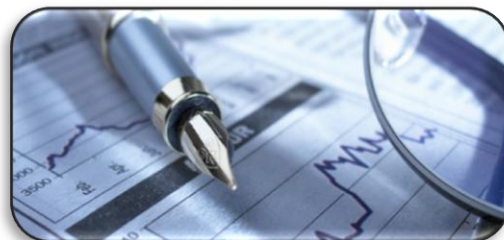


SELLING TREASURY PRODUCTS TO CORPORATE & INSTITUTIONAL CLIENTS

DATE : SEPTEMBER 06, 2017

VENUE : DUBAI, UAE



ATTENDEES

This course is designed for Treasury sales staff, based within financial institutions, selling to corporate and institutional clients. The course focuses on the sales skills required for the role rather than the technicalities of the products.

COURSE OBJECTIVES

- To provide attendees with the necessary selling skills to effectively manage clients through the sales process
- To provide an understanding of the relationship that must be built, developed and maintained when selling to corporate & institutional clients
- To understand where an effective Client Relationship Management (CRM) system fits into the sales process and the benefits it can deliver
- To understand how to work with other departments within your organisation to source leads and generate sales
- To provide practical tips which can easily be implemented to achieve immediate improvements and increased sales revenue

COURSE OUTLINE

The course covers the following:

- How to build relationships with corporate & institutional clients to achieve preferred supplier status
- The institutional sales process and your role in managing clients through it
- Generating leads, both from within your organisation and outside it
- Networking and bonding at, for example, conferences and industry events
- Making first contact with clients by telephone and email
- Managing client meetings effectively
- The role of the CRM system and how you can use it to maximize sales
- Price negotiation to achieve a win:win situation
- Closing a sale
- Retaining and building relationships with clients to achieve ongoing sales

COURSE FORMAT

- One day workshop delivered at your location
- Comprises a combination of facilitator led sessions and practical exercises
- Maximum of 15 attendees

MEET YOUR TRAINING DIRECTOR: SHONA HANNAH, MBA

With over 27 years experience in the personal, corporate, institutional and offshore financial services markets Shona is an expert in sales and specialises in working with sales managers and their teams to deliver increased revenue through effective sales process management. Shona has a strong track record in sales, marketing and communications supported by an MBA from Edinburgh University, The Chartered Institute of Bankers examinations and the Securities Institute professional qualifications. Using these strengths, Shona works with sales forces, either through training or consultancy, to increase their effectiveness.

Shona's current clients include Treasury Today (a publishing house focused on providing financial information to the corporate market) where she provides sales consultancy and training services, working with their institutional clients such as Abu Dhabi Commercial Bank, ING Bank, Blackrock Asset Management, HSBC Asset Management, etc. Shona is also a Visiting Lecturer at the University of Hertfordshire, training final year degree students specialising in "Managing the Selling Interface".



PRICE !!!

US\$ 750.00

Register one month in advance and received up 10% discount.

Registration and Further Information

(Please complete this form and send us back via fax or email)



PERSONAL DETAILS

Please print clearly or attach business card:

1) Name : _____

Position: _____

Email: _____

2) Name : _____

Position: _____

Email: _____

3) Name : _____

Position: _____

Email: _____

Company: _____

Department: _____

Address _____

Postcode: _____ Country: _____

Tel : _____ Fax : _____

Nature of Business _____

Company Size: 1-9 10-24 25-49 50-99

100-249 250-499 500-999 1000+

SPONSOR

We wish to register this delegate for the course indicated above. We undertake to pay for the period of the program (please print clearly)

Name: _____

Position: _____

Signature: _____ Date: _____

REGISTRATION COURSE FEES

SELLING TREASURY PRODUCTS TO CORPORATE & INSTITUTIONAL CLIENTS

- US\$ 750 per delegate

I would like information on holding this program in house

We can bring this course in house directly to your workplace!

Customized Training Programs

The in-house training of Advanced Studies and Training Center

Tel: +971 4 221 1141; Email: info@astcdubai.com

DISCLAIMER

ASTC reserves the right to change or cancel any part of its published programs or teaching facility due to unforeseen circumstances

HOTEL BOOKING

If you required assistance with booking accommodation for one of our courses, please contact our staff on the following numbers:

Tel: +971-4-2211141, Fax: +971-4-2211848 or Email us on info@astcdubai.com

TRAINING COURSE

SELLING TREASURY PRODUCTS TO CORPORATE & INSTITUTIONAL CLIENTS

September 06, 2017

In order to guarantee a place on the course delegates are kindly requested to register at least 4 weeks in advance

METHOD OF PAYMENT

1. Please find enclosed a cheque for US\$ _____ made payable to **Advanced Studies and Training Centre**

2. Transfer : Commercial Bank of Dubai
Branch: Mankhool Street | **Account Number** 10001255334
Routing Number: 502320103 | **Swift Code:** CBD – UAE. AD

3. Please invoice my institution.
An invoice will be sent to the mentioned institution on receipt of registration form. Please fill out the sponsor's details below.

CREDIT CARD:

Please Charge my : (Card Type)

Master Card Visa Card

Card Holder Name _____

Card Number _____

Expiry Date _____ Security Code No. _____

Amount to be Charge _____

Tel. _____ Mob. _____

Card Holder Signature: _____ Date: _____

SAVE MONEY! DISCOUNTS AND PROMOTIONS!

- Register one month in advance and received up 10% discount.
- Group of 3 more delegates from the same organization receive a 10% discount

OR

- FREE Attendance for 5th delegate from the same organization

TRAINING REGISTRATION DETAILS

TERM & CONDITIONS:

1. Fees Include all the tuition, full course documentation, lunches and refreshments for the duration of the program.
2. Incidental expenses: ASTC in NOT responsible for covering airfare or other travel costs incurred by delegates. Delegates will be responsible for their own accommodations.
3. PLEASE NOTE that ASTC reserves the right to refuse admission to the training if proof of payment has not been received prior to the start of the program.
4. An invoice will be sent upon receipt of the registration form. Payment must be received in full 2 weeks prior to the course start
5. **CANCELLATION POLICY**
 - a) A full refund less on administration fee of US\$ 100 will be given for cancellation requests received up to 45 working days prior the event. Cancellation must be made in writing (letter or fax) and reach this office before the 45 days deadline.
 - b) Delegates who cancel than 45 working days before the event, or who don't attend are liable to pay the full course fee and no refunds can be given. However, if you wish to attend the next course, and you have paid your course fee in full, you will only be invoiced for 25% of that course fee. Please note that the next course must take place within the next 6 months of the initial application. Of course, a replacement is always welcome.

I understand and accept the booking Term & Conditions

Signature _____ Date _____

5 Easy Ways to Register and Obtain Further Information

(1) Tel : +971 4 221 1141

(2) Fax: +971 4 221 1848

(3) P.O. Box: 6878, Dubai, UAE

(4) Website: www.astcdubai.com

(5) Email: info@astcdubai.com