

€ TRAINING

Mastering Corporate Business Development
in Financial Institutions





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Introduction:

This training program is designed to equip participants with advanced strategies in business development and relationship management within the financial sector. Participants will learn how to effectively manage client relationships, drive business growth, and develop strategies that align with the evolving needs of corporate clients.

Program Objectives:

By the end of this program, participants will be able to:

- Develop and implement corporate business development strategies tailored to the financial sector.
- Enhance corporate relationship management skills to retain and grow key client accounts.
- Understand the financial needs and expectations of corporate clients and align services accordingly.
- Lead business development teams effectively in a competitive corporate environment.
- Apply data-driven decision-making in growing deposits and managing loans to reduce non-performing loans NPLs.

Targeted Audience:

- Corporate banking professionals.
- Relationship managers in financial institutions.
- Team leaders and supervisors in business development.
- Professionals responsible for corporate client growth and management.
- Financial strategists focusing on corporate banking solutions.

Program Outline:

Unit 1:

Corporate Business Development in Financial Institutions:

- Understanding the landscape of corporate business development in banking.
- Key drivers of growth in corporate banking.

- Strategic planning and goal-setting for business development.
- Identifying opportunities for corporate growth through financial services.

Unit 2:

Advanced Corporate Relationship Management:

- How to build and maintain strong relationships with corporate clients.
- Understanding and anticipating corporate clients' financial needs.
- Tailoring products and services to meet corporate client expectations.
- Leveraging technology and data analytics for improved client engagement.
- Managing and resolving client issues proactively.

Unit 3:

Leading Corporate Business Development Teams:

- Leadership skills for managing corporate business development teams.
- Effective communication and decision-making in a team environment.
- How to set clear objectives and monitor performance metrics.
- Motivating and mentoring relationship managers.

Unit 4:

Managing Loans and Reducing Non-Performing Loans NPLs:

- Strategies for effective loan portfolio management.
- Monitoring and assessing loan performance.
- Identifying early warning signs of potential NPLs.
- Developing action plans to mitigate loan defaults.

Unit 5:

Strategic Decision-Making and Financial Growth:

- Utilizing financial data and analytics for informed decision-making.



- Aligning business development initiatives with overall corporate strategy.
- Evaluating corporate client profitability and risk.
- Implementing growth strategies for deposits and assets.