



**INDIAN INSTITUTE OF BANKING & FINANCE**  
**PROFESSIONAL DEVELOPMENT CENTRE, KOLKATA**

**PROGRAMME**  
**ON**  
**“MARKETING FOR BANKERS”**

**13<sup>th</sup>-15<sup>th</sup> April, 2019**

**Venue:**

**Indian Institute of Banking & Finance  
PDC - Eastern Zone  
Hindustan Building (Annex), 7<sup>th</sup> Floor  
4,C.R.Avenue, Kolkata – 700072**

**Website: [www.iibf.org.in](http://www.iibf.org.in)**

**For Details & Nomination, please contact:**

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## **PROGRAMME ON “MARKETING FOR BANKERS”**

### **BACKGROUND**

During its 90 years of service, IIBF has emerged as a premier institute in banking and finance education. Considering the emerging requirements of the bankers in the ever changing dynamic environment, IIBF has been providing training programmes in selected areas to banking and finance professionals through its Leadership Centre, Mumbai & Professional Development Centers at New Delhi, Chennai and Kolkata.

### **PURPOSE**

The programme on “Marketing for Bankers” has been designed taking into account the bankers need in the area of marketing. The programme gives a holistic view of expectations and needs of customers. With the recent changes in the customer behaviours and technological advancement, bank marketing strategies have become crucial in generating revenue and developing long term customer relationships. During the programme, the participants will also learn different measures to understand customer behaviour, satisfaction and service quality and customer retention models. Customer relationship management deals with customer acquisition, cross selling & retention.

### **OBJECTIVES**

- To understand the emerging scenario under banking sector and explore market segment, targeting to realize maximum value
- To devise effective bank marketing strategy: positioning product, distribution strategies
- To understand the concept of marketing vis-a-vis sales and its process
- To help the participants to understand customer relationship management and retention strategies and need for internal marketing
- To understand the Service Quality and determinates of service quality

## CONTENT OVERVIEW:

Understanding and Scanning Market Environment for Effective Planning
Developing and Executing Marketing Plans
Understanding Consumer Psychology for Financial Services Industry
Understanding and Managing Customer Relationships for Retention and Growth
Developing effective selling skills for banking services:Negotiation and persuasion skills
Managing Service Quality and customer expectations for satisfaction
Challenges and strategies in distribution of financial services
Internal Marketing: Role of cross function coordination in service setting
Digital tools for customer engagement and marketing success

## METHODOLOGY:

Class room Lectures, exercises, games, group discussions, and presentations.

## TARGET GROUP:

Frontline Officers/Marketing Officers/Branch Managers

**DURATION:** 13<sup>th</sup>-15<sup>th</sup> April, 2019 (3 Days)

## VENUE:

Indian Institute of Banking & Finance  
PDC - Eastern Zone  
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## PROGRAMME FEE:

Rs. 10,000/- per participant plus GST @18% i.e. Rs. 1800/- aggregating to Rs. 11800/- (In case of TDS deduction, please send us TDS certificate)

Programme fees may be remitted to the credit of Institute's account with State Bank of India, details of which are given below:

- ✓ **Name of the Bank branch: SBI, Vidya Vihar Branch West-Mumbai.**
- ✓ **Account No. 37067835940 (Saving A/c) IFSC code: SBIN0011710**
- ✓ **PAN No. AAATT3309D and GST No. 19AAATT3309D2ZO, State - West Bengal**
- ✓ **Tax Invoice will be issued based on the information provided in the nomination form**

The programme is Non-residential.



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**NOMINATION FORM**

Programme Title: **PROGRAMME ON “MARKETING FOR BANKERS”**

Date: **13<sup>th</sup>-15<sup>th</sup> April, 2019**

Programme Type: **Non Residential**

Sl. No	Name (Mr./Ms./Mrs.)	Designation	Branch /Office	Mobile No.and Land Line No.	E-mail
1					
2					
3					
4					
5					

Bank/Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Pin Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**GSTN/UNIQUE ID:**

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