



Committed to
professional excellence

INDIAN INSTITUTE OF BANKING & FINANCE

(ISO 9001:2015 Certified)

PROGRAMME

on

“Developing Financial Services Marketing Strategy”

FROM 11th to 13th September, 2017

Venue:

Leadership Center,
Indian Institute of Banking & Finance,
Kohinoor City, Commercial II, Tower 1, 3rd floor,
Off LBS Marg, Kiroli Road,
Kurla (W), Mumbai - 400 070.
Website: www.iibf.org.in

For Details & Nomination, please contact:

Mr. Prabhakara S.
Joint Director-Training
Phone: +91-22-25047008
Email: prabhakara@iibf.org.in



Programme on “Developing Financial Services Marketing Strategy”

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 started providing training programme to bankers in selected areas. IIBF has world class training facilities at its Leadership center. The present programme on “Developing Financial Services Marketing Strategy” has been designed considering the bankers’ need in the area.

PURPOSE

The Indian economy is on the threshold of a rapid growth. Our GDP growth rate is one of the highest amongst global economies. Banking system, as an integral part of Indian economy, is also on the brink of major transformation and shake-up. Emergence of new technologies, as well as new banking entities, does make it imperative to think differently. A major change shall happen in the strategy in the way banks have marketed various banking services till now. To shift from moderate growth to high growth orbit, banks need to attain escape velocity. The programme Developing Financial Services Marketing Strategy is tailor made to help the banks to reach the escape velocity, and enter higher growth orbit.

OBJECTIVES

- To understand the relevance of marketing in banking
- To understand the essentials of customer service
- To improve the knowledge and skills in marketing with emphasis on relevant topics like segmentation, positioning, business etiquettes, moments of truth, push and pull style in marketing.
- To understand the regulatory guide lines and features in specific sectors like retail banking and SME financing products.

CONTENT OVERVIEW

- Understanding Financial Services Customer (rational vs heuristic decision making by customer)
- Marketing Concept; Unique features of Financial Services Marketing (FSM)
- Customer needs and expectations for the identified area
- Role of Internal Marketing in FSM; Instruments of Internal Marketing
- using Internal Marketing instruments in the identified area (for example, Marketing of CASA Deposits)
- 7 Ps of Financial Services Marketing
- use Internal Marketing instruments in the identified area (for example, Marketing of CASA Deposits)

- Service Quality and Delivery in Financial Services (GAP Model)
- Developing Service Delivery Strategy for identified area

METHODOLOGY

Group discussions and presentations, Q&A session and Discussion, Interactive lectures
The whole Programme Pedagogy revolves around knowledge inputs and their practical application at each stage by the participants themselves.

TARGET GROUP

Bank Managers at middle/ senior levels currently posted or proposed to be posted in sales, marketing, customer relationship /customer service roles and Trainers

DURATION

From 11th to 13th September 2017 (3 Days).

VENUE

Leadership Center,
Indian Institute of Banking & Finance,
Kohinoor City, Commercial II, Tower 1, 3rd floor,
Off LBS Marg, Kirool Road, Kurla (W),
Mumbai - 400 070.

FEE

Rs.10,000/- per participant plus service tax @ 18% i.e. Rs.1,800/- aggregating to Rs.11,800/-
(In case of TDS deduction, please send us TDS certificate)

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

- ✓ Name of the Bank branch: SBI, Vidya vihar Branch West-Mumbai.
- ✓ Account no: SB a/c no. 36919200263 IFSC code: SBIN0011710
- ✓ (PAN No: AAATT3309D and GSTN: 27AAATT3309D1ZS)

The programme is Non residential. *In case the participants require, the Institute, on specific request, will arrange for stay in Hotel Kohinoor Elite (within 5 minutes walking distance from the Institute) at an all inclusive price of Rs.5, 500/- per day plus taxes for double occupancy and Rs 4,500 plus taxes for single occupancy. The rates are exclusive for IIBF trainees and include breakfast, lunch, evening tea and dinner. Four hour internet and free laundry for four pieces of clothing is complimentary.*

For further details and nomination kindly contact:

<p>Mr. Prabhakara S. Joint Director-Training Phone: +91-22-25047008 Email: prabhakara@iibf.org.in</p>	<p>Mr. Shailesh Suvarna Junior Executive Phone : +91-22-25047043 Email: Shailesh@iibf.org.in</p>
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NOMINATION FORM

Programme Title: **PROGRAMME on "Developing Financial Services Marketing Strategy"**
From 11th to 13th September, 2017 Programme Type: **Non Residential**

PARTICIPANTS NOMINATED:

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

Bank/Organisation: _____

Address: _____

_____ Pin Code: _____

Phone: _____ Fax: _____ E-mail: _____

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- ✓ (PAN No: AAATT3309D and GSTN: 27AAATT3309D1ZS
- ✓ Kindly narrate : Programme name, date "from....to"; number of participants

Please send nominations to:

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