



INDIAN INSTITUTE OF BANKING & FINANCE

PROGRAMME

on

“Developing Financial Services Marketing Strategy”

FROM 4th to 6th December,2017

Venue:

**Indian Institute of Banking & Finance,
Professional Development Centre, Northern Zone,
109-113, 1st Floor, Vikrant Tower,
4, Rajendra Place, NEW DELHI-110 008
Website: www.iibf.org.in**

For Details & Nomination, please contact:

**Mr. J. K. Rajput
Zonal Head, IIBF, PDC, Northern Zone
Phone: +91-11-2575 2197
Mobile: +91 9967092814
Email: jagdishr@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 4th to 6th December, 2017 (3 Days).

VENUE

Indian Institute of Banking & Finance,
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FEE

Rs.10,000/- per participant plus GST @ 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 State Bank of India, details of which are given below:

✓ Name of the Bank branch: State Bank of India, Vidya Vihar(West), Mumbai.

✓ Account no: 37067835430 IFSC code: SBIN0011710

✓ **(PAN No: AAATT3309D and GST No. 07AAATT3309D2ZT)**

The programme is Non residential. However, hotel facility is available in the nearby area, if required. To name few:

Hotel Kingston, East Patel Nagar-01145095526,45085526

Hotel Nagpal Palace, East Patel Nagar-011-43465002

Hotel Regent Grand, East Patel Nagar-011-46011111

Please send your nominations at the earliest to:

Mr. J. K. Rajput Zonal Head, PDC Northern Zone Phone: +91-11-2575 2197 Mobile: +91 9967092814 Email: jagdishr@iibf.org.in	Mr. Sanjay Aggarwal Officer, Northern Zone Phone: +91-11-25752191/92 Mobile: +91 7838136460 Email: iibfnz@iibf.org.in
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INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre, Northern Zone,
109-113, 1st Floor, Vikrant Tower,
4, Rajendra Place, New Delhi-110008

NOMINATION FORM

Programme title: **“Developing Financial Services Marketing Strategy”**
Date: From: 4th to 6th December, 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: _____

Fee

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