



PRESENTS  
DEPOSIT MARKETING



Background	<p>It is noteworthy to mention that Bank employees especially in Nepal, (besides the core liability team), do not realize and accept that it is everyone's business to pull in money to the organization for further business opportunities. A shift in job rotation from any department to liability is often considered trivial and reluctance in attitude can be witnessed more often than compared to change in job duties in other functions. This culture in our banking industry is prominent and requires a revolution in the way deposit marketing is viewed. It is time to alert everyone to wake up and consider soliciting deposit as one's prime responsibility. Educating on deposit marketing in today's context is even more wanted than ever before. Cut throat competition amongst countless financial institution with the prevalent attitude of employees is a big challenge. Training on deposit marketing therefore should not only be confined to a small group of people, rather a compulsory learning for all, only then paradigm shift is possible and can be established amongst the employees.</p>
Program Takeaways	<ul style="list-style-type: none"><li>• Understand the importance of deposit and its impact in the balance sheet.</li><li>• Finding leads and turning into sales</li><li>• B2B marketing and Product Bundling Strategy</li><li>• Making assessment of the current activity and setting up goals. Result focused.</li></ul>
Target Audience	Spectrum of audience could be staff working as in the capacity of supervisors and officers.
Duration	One Day
Program Delivery	Lecture, Presentation, Discussion/interaction, case-studies

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# Course Contents

Date & Time	4th March 2019 (8:00am to 3:15pm)
Venue	Hotel Kalptaru, Nepalgunj
Facilitator/s	<p>Ms. Nina Tamang</p> <ul style="list-style-type: none"> <li>• Currently working as Strategic Service Consultant and a full time trainer in a leading commercial bank</li> <li>• Imparting training to both Bankers and Government employees since 2008</li> <li>• 21years experience in Banking Sector- <ul style="list-style-type: none"> <li>11years in Grindlays Bank/Standard Chartered Bank</li> <li>10 years in Bank of Asia and NIC ASIA Bank</li> </ul> </li> <li>• Former Executive Manager of leading Commercial Banks</li> <li>• Former Head of Liability and Transaction Banking</li> <li>• Former Head of Service Excellence Department</li> </ul>

Sessions	Topic
<p>Session 1 8:00am- 9:30am</p>	<p>Understanding Deposit</p> <ul style="list-style-type: none"> <li>• Individual deposit VS Institutional deposit</li> <li>• Impact on the balance sheet</li> <li>• CASA</li> <li>• Structuring of Institution Deposit portfolio</li> </ul>
9:30am to 9:45am	Tea Break
<p>Session 2 9:45am - 11:15am</p>	<p>B2B marketing and Product Bundling Strategy</p> <ul style="list-style-type: none"> <li>• The Sales Process</li> <li>• Sales Funnel</li> <li>• Preparation and sales prospecting</li> </ul>
11:15am to 12:00pm	Lunch Break
<p>Session 3 12:00pm - 1:30pm</p>	<p>Mapping, classification and approach</p> <ul style="list-style-type: none"> <li>• Overview of the Target</li> <li>• Target Segment</li> <li>• Overview of the Information Mapping: Creating leads</li> </ul>
1:30pm to 1:45pm	Tea Break
<p>Session 4 1:45pm - 3:15pm</p>	<p>Mapping, classification and approach</p> <ul style="list-style-type: none"> <li>• Source of Leads generation</li> <li>• Marketing approach based on business classification</li> </ul> <p>Closing Session (Certificate, Group Photo &amp; Feedback)</p>