



RURAL BANKERS RESEARCH AND DEVELOPMENT FOUNDATION, INC.

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training@rbap.org - www.rbap.org

Marketing Strategy of Bank Services

Date: January 23-24, 2014 (Thursday-Friday)

Venue: RBAP, Intramuros, Manila

Time: 8:30am to 5:30pm

Resource Person: MR. REMIGIO TITO TIRONES

*Seasoned Bank Officer, Trainer
Bank & SME Consultant*

Seminar Fee:

1. Early bird - P4,200 (on or before Jan 10, 2014)

2. Regular Rate - P4,600 (After Jan 10, 2014)

3. Non-Member/Delinquent - P5,520

Mode of Payment

- ✓ A Non-Refundable commitment fee of P900.00 per participant.
- ✓ Bank account (**LBP - Intramuros Branch Savings Account Number 0012-1046-26**).
- ✓ Proof of payment fax to (02) 527-2980.
- ✓ **Check payments, should be payable to (RBRDFI).**

Training Policies:

1. Reserve first with RBAP-RBRDFI your training slot, and wait for RBAP-RBRDFI confirmation of your reservation. Thereafter, you may deposit the Registration Fees, book ticket (airline) and secure accommodations.

RBAP-RBRDFI will not be responsible for any damage caused by unconfirmed reservation (s).

Likewise, once training is FULL, RBAP-RBRDFI has the right to refuse participation or reimbursement on any damage brought by unconfirmed reservations.

Deadline for submission of registration is not later than **June 20, 2014**.

2. Reservation via telephone conversation is accepted. However, Registration Form and fee must be settled 10 days prior the seminar date or **June 10, 2014**. Otherwise, reservation is considered cancelled.

3. Cancellation Policy: - This will apply to non-subsidized training fee.

a) 10 days prior the seminar date is entitled for a full refund. *Regular Rate only

b) 3 days prior to the seminar date is entitled for a half refund * Regular Rate only

c) Participants who have paid but failed to show up for the seminar will only be entitled to a rebate of 50% of the total registration fee. (Regular Rate only)

d) For special cases (health, accident etc.), kindly coordinate with RBRDFI staff for refund procedures and requirements.

Seminar Methodologies

Lecture, Discussions and Cases

Expected Participants

President, VP for Operations, Marketing Head and Associates, Loan Officers

Course Objectives

1. To establish the rationale, relevance and need of marketing bank products and services.
2. To provide the participants with basic knowledge and skills on:
 - marketing various bank products;
 - structuring product offerings to clients;
 - client/s identification and market segmentation;
 - solicitation techniques; and
 - winning and locking-in a client.

Course Outline

Day 1. Establishing the rationale on the need of Bank Marketing

a.m. Bank Marketing: Definition

Organizational Objectives vis-a-vis Marketing (and marketing objectives)
 Financial Services Peculiarities
 The concept of Marketing Mix, defined

p.m. Essence of Marketing Strategy

The 4 P's of Marketing
 Relationship between 4 P's and 4 C's
 Understanding Customer Needs vs.

Bank's Objectives
 Market Mix of Services
 Workshop.....

Day 2. Hands on Exercise on: Client Prospecting, Identification, Sourcing and Accounts Marketing

a.m. Synchronizing target market with bank policies.

- Bank branding.
- Review of existing policies, present portfolio, market segment, etc.
- Review of Acceptable exposure risk.
- Review of existing bank products and services vs. perceived market demands.
- Role of pro-active product development.
- Present organizational structure vs. desired set-up, budget, income and performance.

Sourcing Potential Accounts.

- a. Mining present database.
 - analyze accounts portfolio linkages.
 - focusing on desired grouping.
- b. Referrals from existing clients.
- c. Linkages with local industry associations.

p.m. Building up of Potential Clients.

How and what to present to identified accounts/clients.
 Techniques in Closing a deal.
 Locking-in a Loan account.
 Loan Account Documentation and Loan Credit Packaging.



CONFIRMATION SHEET

Marketing Strategy of Bank Services

January 23-24, 2014 (Thursday-Friday)

Gov. Licaros Hall, 2F RBAP Bldg. A. Soriano cor Arsobispo St. Intramuros, Manila

For your reservation, please coordinate to RBRDFI Training Officers Mr. Ace M. Calang /Ms. Grace Dimapilis / Ms. Jesica Cepeda Contact details: (02) 527-2969, 527-2980; 09178374604; 09178374603; 09178374599
 Emails: training@rbap.org, grace@rbap.org cepedajesica_rbp@yahoo.com

Name	Designation	Nick-name	Degree and Year Graduated
1.			
2.			
3.			

 (Printed Name and Signature) Date: _____

Designation: _____ Rural Bank : _____
 Telephone: _____ Province : _____
 Mobilephone: _____ Address : _____
 Email address: _____