



RURAL BANKERS RESEARCH AND DEVELOPMENT FOUNDATION, INC.

SCHEDULE

Date: June 21-22, 2017 (Wed.-Thurs.)

Venue: Gov. Licaros Hall, RBAP, Intramuros,

Time: 8:30am to 5:00pm

RESOURCE PERSON

MR. REMIGIO TITO

TIRONES *Seasoned Bank Officer, Trainer Bank & SME Consultant*

SEMINAR FEE

1. For Member - P3,800

2. Non-Member/Delinquent - P4,200

MODE OF PAYMENT

Check payable to:

Rural Bankers Research & Development Foundation Inc.

To reserve slot, a Non-Refundable commitment fee of P2,000.00 /pax is required, but its deducted from the total registration fee.

Bank: LBP - Intramuros, Branch
Account Name: RBRDFI
SA No. 0012-1046-26.
Telefax (02) 527-2969 /527-2980

EXPECTED PARTICIPANTS

Marketing & Business Dev. Officer, Loan Officers, Account Officers, Remedial & Credit Officers, Branch Managers

MARKETING STRATEGY OF BANK SERVICES

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

- a. How and what to present identified accounts /clients