

IMPROVING PROFITABILITY IN BRANCHES

DATE: May 23, 2017

FEE: PKR 8,500/- per participant

VENUE: SBP (BSC), Faisalabad

TIMINGS: 9:00 am to 5:00 pm

5%
DISCOUNT
on 3-5 nominations

10%
DISCOUNT
on 6+ nominations

LAST DATE OF REGISTRATION:
May 22, 2017

Course Facilitator:
Mr. Syed Mohammad Jamil

COURSE OVERVIEW:

Bankers continue to see pressure on net income to improve results by reducing expenses and maximizing income. In doing so, they are being reminded of just how hard it is to squeeze more net income out of current revenue period. The traditional assumption to improving profitability means reducing expenses, but reality is different.

This one-day program discusses profit improvement strategies and possible income leakages that branches face. Utilizing information gained through this program will help you to possess credible profitability information based on business, market segments, products and customers. Ultimately, supporting management to embrace results for planning & execution on consistent basis of how market leaders differentiate themselves from their competitors.

IMPROVING PROFITABILITY IN BRANCHES

The Institute
of Bankers
Pakistan



COURSE OBJECTIVES:

This one-day training is designed to make the participants aware about the sources of branch revenue, expenses and profitability. The aim of the program is to give current and prospective branch managers a thorough understanding of best practices for successful and profitable branches.

COURSE OUTLINE:

Dynamics of financial system and Business of Branch Banking including:

- Overview of the financial industry of Pakistan
- Business of Branch Banking
- Key Performance Indicators for branches
- Branch efficiency

Collective Branch Goals Achievement through:

- Need for setting goals
- SMART goals
- Collective goals
- Converting goals into actions

Branch Revenue and Profitability:

- Sources of revenue
- The cost of funds
- Interest Income and Fee/Commission Income
- Pricing and profitability
- Income leakages
- Profit improvement strategies

Branch Business Development Skills:

- Need of business development
- Consultative Selling
- Customers' needs
- Changing customers' existing vision

- Handling customer objections & Customer satisfaction

WHO SHOULD ATTEND ?

- Current and prospective branch managers
- Customer service/ Operations managers
- Area managers

FACILITATOR

Mr. Syed Mohammad Jamil

The trainer is currently serving in Bank Al-Falah as Unit Head. He has served in various national and international banks with an experience of 19 years in areas of branch operations, customer services, accounts and learning & development. He has developed and delivered various core banking modules including computer-based training modules on Customer services, branch banking operations, frauds & forgery, AML/CFT, Regulatory compliance etc. He is double masters with his last qualification from Hailey College of Banking & Finance, Lahore.

CONTACT DETAILS:

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NOTE: Payment should be made on or before the course start date in the name of "THE INSTITUTE OF BANKERS PAKISTAN"
Please send nominations/requests for participation at least two days before the training date.