Financial Markets Masterclass: **The Champion Treasury Sales**

COURSE LENGTH

One Full-Day In Person

DESCRIPTION

This is a highly interactive course that redefines a treasury sales person's mindset to go beyond providing transactional services. Participants will learn how to deep dive and identify sales opportunities within client accounts. They will also learn how to formulate a comprehensive sales strategy that focuses on the client's needs. The course will also explain how to use the various tools available to create a good client solution proposal. We will refine the sales person's selling skill sets on pitching and deal closing. In the final part, participants will learn how to sell as a team together with fellow sales persons, traders and other key functions.

LEARNING OBJECTIVES

- Understand the role of a treasury sales person
- Learn how to deep dive a client account
- Learn how to formulate appropriate solutions for the client
- Understand the techniques to pitch and close a deal
- Learn how to sell as a team

SAMPLE AGENDA

Part I : Who am I?

1. **Introduction**
   a) Trainer intro
   b) Agenda / Objectives

2. **Defining the role of Treasury Sales person**
   a) The evolving role of a modern treasury sales person
   b) Going beyond providing transactional services

Part II: Client Deep Diving

1. **The KYC process**
   a) Client profiling

2. **Formulating a client sales strategy**
   a) The key components of a comprehensive client sales strategy

3. **Managing the client's thought process**
   a) How clients manage their banking relationships
   b) Differentiating yourself

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4. **Identifying sales opportunities**
   a) Within the corporate operating cycle
   b) Within the corporate balance sheet

<u>Part III: Selling it</u>

1. **Preparing the proposal**
   a) Flow diagrams
   b) Payoff diagrams
   c) Scenarios analysis
   d) Risk analysis

2. **The final stretch**
   a) Pitching it
   b) Closing the deal

3. **Selling as a team**
   a) The types of sales persons
   b) Creating a successful trading and sales team relationship
   c) Life cycle of a sales process

4. **Case discussions**

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