

PROGRAM ON MARKETING/SELLING SKILL & CUSTOMER RELATIONSHIP MANAGEMENT



PROGRAM DESCRIPTION

In the era of competitive Banking environment which is increasingly turning digital, the need for Bank Marketing and displaying effective Relationship Management skills both for customer acquisition and retention need not be over-emphasized. This program is designed to help the trainees understand and perfect the use of these techniques and skills and improve the level of customer satisfaction resulting in profitable business growth

DURATION: 3 days

TARGET GROUP

Branch Managers/ Marketing Heads at Branches

PROGRAM OBJECTIVE

- After the program, the participants will be able to:
- Appreciate the importance of marketing and customer relationship management (CRM) and know the different marketing concepts
- Use the CRM for effective marketing
- Develop strategies for marketing bank's products and services
- Adopt appropriate grievance redressal and improved customer service practices

PROGRAM CONTENTS

- Marketing concept
- Financial services marketing
- Use of business analytics for marketing
- Customer service excellence & public relationships.