

## Executive Learning Program

# ART OF SELLING ISLAMIC FINANCIAL PRODUCTS



9<sup>th</sup> October, 2019

Venue: IBA City Campus

Timing: 9:00 am - 5:00 pm

# ART OF SELLING ISLAMIC FINANCIAL PRODUCTS

## COURSE DESCRIPTION

IBA Centre for Excellence is offering a unique intermediate level one day course on the art of marketing and selling Islamic Financial Products. The course will enhance the understanding of the market for Islamic Financial Products. The course is designed to teach the participants the "Dos and Don'ts" of dealing with the customer, keeping in mind the sensitivity of the product association with religion. The trainer will also enrich the classroom discussions with universal practices and cases enabling the participants to gain insight into the minds of the consumer and gain a competitive edge.

## LEARNING OUTCOMES:

- Understand the nature and market for Islamic banking products
- Learn how to deal with customers, while assessing their attitudes, cultural background and potential critique
- Learn the common mistakes in communication strategies
- Know the art of cross selling Islamic banking products
- Dwell upon the most common conflicts facing Islamic marketers
- Assess the key characteristics for profiling the potential Islamic banking client
- Analyze the Muslim hierarchy of needs
- Develop a marketing plan based on the discussions in the course

## TRAINER'S PROFILE



### **Dr. Ziyaad Mahomed**

Assistant Professor, INCEIF

Assistant Professor (Shaykh) Dr Ziyaad Mahomed is a subject matter expert in Islamic Social Finance, Islamic Capital Markets and Shariah Advisory since 1998. Dr. Ziyaad is Head of Islamic Social Finance at INCEIF. He serves as Associate Dean of Online Programs and Director of

Executive Education at INCEIF, the leading global university for Islamic Finance based in Malaysia. He is also Chairman of the Shariah Committee of HSBC Amanah in Malaysia. He has led Islamic Social Finance projects in Pakistan, Indonesia and Malaysia. Most recently, he led a team in the development of a special fund for emergency response based on Zakat, Waqf and Takaful. He is the recipient of a number of awards in the field, some of which were an acknowledgement of his innovation in social finance fintech modelling. Dr. Ziyaad holds qualifications from Malaysia (PhD in Islamic Finance; Professional Master's in Islamic Finance CIFP), the UK (BA (Hons) Business Finance), South Africa (MBA; Cert Islamic Law) and Jordan (Adv. Dip Arabic), including traditional studies in the Islamic Sciences. He serves on Shariah Boards in South Africa, Nigeria, Maldives and Malaysia amongst others.

## WHO SHOULD ATTEND:

Head of Marketing of Islamic Financial Institutions

Head of Sales of IFIs

Managers at Advertising Agency

Heads of Product Development in IFIs

Consultants

Academicians

## BOOKING DETAILS

**PKR 23,500**

per participant

**Early bird discount 25%**  
(Register before August 1st, 2019)

**Registration Deadline:**

**September 30<sup>th</sup>, 2019**

## ART OF SELLING ISLAMIC FINANCIAL PRODUCTS

October 9<sup>th</sup>, 2019

### REGISTRATION FORM

Name of organization

Booking Details

#### Participants Details

Name:	Designation:	Email:	Cell Phone:
CNIC:			
Name:	Designation:	Email:	Cell Phone:
CNIC:			
Name:	Designation:	Email:	Cell Phone:
CNIC:			

Amount:

Payment method :

**Payable to IBA (Karachi) CEIF**

Cheque

Pay Order

Online Payment

Please send your payment to:

Program Manager

**IBA Centre for Excellence in Islamic Finance**

6th Floor, Aman Tower, IBA City Campus,  
Plot # 68 & 88, Garden/ Kiyani Shaheed Road,  
Karachi

**Online Payment Details:**

Account Title IBA Karachi (CEIF)  
Bank Name Meezan Bank Limited, Jubilee Market Branch  
IBAN# PK 85 MEZN 00 9911 0101746008

**Course Fee:** Rs. 23,500/-

**Registration Deadline:**  
September 30th, 2019

### SEND US REGISTRATION

By Email: [CEIF@iba.edu.pk](mailto:CEIF@iba.edu.pk)

Or Book online at <http://ceif.iba.edu.pk/>

For further Details : (021) 38104701 Ext: 1851, 1853

### BOOKING TERMS & CONDITIONS

All the payments are to be received before the start of the course date.

- IBA CEIF shall receive full course fee.
- If the mentioned participants cannot attend the course, replacement participants are welcome.
- To cancel the registration, request should be sent through email at least 5 days before the course start date to be eligible for a refund.
- Participants who do not show up for the course are liable to pay full course fee & no refund will be given.
- If a course is postponed for whatever reason, the registered participant will automatically be registered for new date of the course. (Participants will be informed)