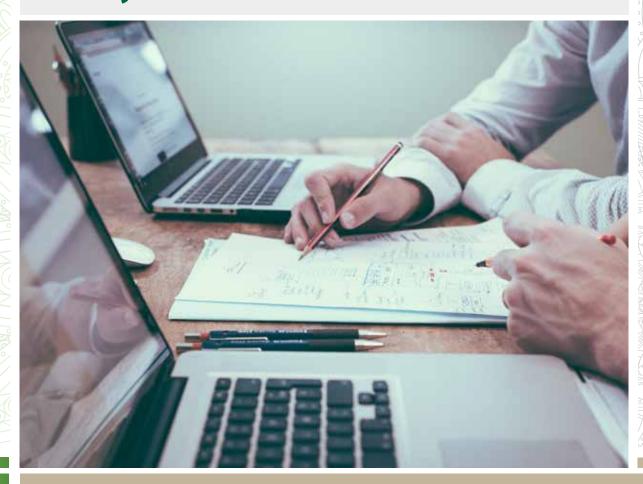




Executive Learning Program

Business Transformation: The Cross Sell way for Islamic Financial Products





IBA CEIF

Centre for Excellence in Islamic Finance

Institute of Business Administration

Leadership and Ideas for Tomorrow

Business Transformation: The Cross Sell way for Islamic Financial Products

COURSE DESCRIPTION

IBA Centre for Excellence is offering a unique intermediate level one-day course Business Transformation: The Cross Sell way for Islamic Financial Products. The participants will develop an understanding of the common Islamic banking products that can be sold through cross sell and learn proven techniques that are required to achieve cross sell and upsell objectives in an Islamic bank or Islamic window of a conventional bank. The course enriched with case studies and practical exercises, aims to develop result oriented cross sell and upsell skills for the modern day Islamic banking environment.

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- Learn the essentials of cross selling & upselling of associated products
- Understand how Islamic banks or Islamic banking windows of a conventional bank can increase Customer Engagement
- Develop the ability to leverage available data
- Apply techniques to bundle up the offerings
- Learn to answer the common customer query "What's in it for me?"

WHO SHOULD ATTEND

Product Development Managers

Branch Managers

Relationship Managers

Cross Sell Managers

Senior Distribution Teams

PROGRAM INVESTMENT

PKR 20,000 /- exclusive of taxes

Registration Deadline:

November 12th, 2019

IBA CEIF

For Registration

CEIF@iba.edu.pk
http://ceif.iba.edu.pk/

November 14th, 2019

Venue

Timing

IBA, City Campus

9:00 am - 5:00 pm



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November 14th, 2019

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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: Senior Program Manager			Course Fee: Rs. 20,000/- exclusive of taxes	
IBA Centre for Excellence in Islamic Fina 6th Floor, Aman Tower, IBA City Campus,	Online Payment Details: Account Title IBA Karachi (CEIF)		Registration Deadline: November 12th, 2019	
Plot # 68 & 88, Garden/ Kiyani Shaheed Road, Karachi				
SEND US REGISTRATION				

By Email: 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)