



Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*



Centre for Excellence in Islamic Finance  
Institute of Business Administration

# Executive Learning Program

## Business Transformation: The Cross Sell way for Islamic Financial Products



November 14<sup>th</sup>, 2019

Venue: IBA, City Campus

Timing: 9:00 am - 5:00 pm

## 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.

### LEARNING OUTCOMES

- 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](mailto:CEIF@iba.edu.pk)

<http://ceif.iba.edu.pk/>

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**Business Transformation: The Cross Sell way for Islamic Financial Products**

**November 14<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:

Senior 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. 20,000/-  
exclusive of taxes

**Registration Deadline:**  
November 12th, 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)