

Executive Learning Program

ART OF SELLING ISLAMIC FINANCIAL PRODUCTS



November 23rd, 2017

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 discourse to 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

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

TRAINER'S PROFILE



Dr Ziyaad Mahomed

Assistant Professor Dr Ziyaad Mahomed is a faculty member at INCEIF. He is the Chairman of the Shariah Board of HSBC Amanah Malaysia and serves on a number of Shariah boards internationally. He is a registered Shariah Advisor at the Maldives Monetary Authority and Bank Negara Malaysia. A multi-award-winning Scholar with almost 20 years of global experience as an Executive, Consultant and Islamic Scholar, Dr Ziyaad has experience in almost all sectors of Islamic

finance including sukuk, regulatory frameworks, takaful modelling, private equity fund structuring and risk management. Dr Ziyaad has consulted/trained more than 7,000 Finance Professionals and Islamic Scholars in most disciplines within the Islamic Finance sector in Africa, Europe and the Middle East. He is a recipient of Lifetime achievement award for his 20 years of contribution to the development in the field in Africa.

BOOKING DETAILS

PKR 20,000/-

per participant

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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. 20,000/-

Registration Deadline:

November 21st, 2017

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)