

03. Certificate in Banking Sales and Finance. (Duration 06 Months.)

Banking Sales and Finance Training Program

Course Duration: 6 months

Objective: The Banking Sales and Finance Training Program is a comprehensive 6-month course designed to provide participants with the essential knowledge and skills for a successful career in banking sales, financial advisory, and relationship management. The program covers core banking products, sales techniques, financial analysis, and client relationship management.

Month 1: Introduction to Banking and Sales

- Overview of the Banking Industry
- Core Banking Products and Services
- Introduction to Sales Techniques

Month 2: Financial Products and Services

- Retail Banking Products (Savings, Current, Fixed Deposits)
- Loans and Credit Products
- Investment Products (Mutual Funds, Insurance)

Month 3: Sales and Relationship Management

- Sales Strategies in Banking
- Effective Communication in Sales
- Relationship Management and Cross-Selling

Month 4: Financial Analysis and Risk Management

- Financial Statement Analysis
- Credit Risk Assessment
- Risk Management in Banking Sales

Month 5: Advanced Sales and Finance Concepts

- Advanced Sales Techniques
- Structured Products and Derivatives
- Wealth Management and Private Banking

Month 6: Emerging Trends and Technology in Banking Sales

- Digital Banking and Sales
- Fintech Innovations in Sales
- Data Analytics for Sales and Marketing