

# Sales Strategy Re-Engineering in Banking with Case Studies

Programme Code: HGGB00P23051

**23 May 2023 (Tuesday)**  
**7:00pm – 10:00pm**

**3 HOUR**  
HKIB ECF SFC  
CPD CPD CPT

## Programme Outline

The introduction of new technology and changes in client behavior require the re-engineering of traditional banking sales strategies. As the world continues to evolve, so do the soft skills that are necessary to succeed in both personal and professional setting. The course outlines the new soft skills needed in a changing world, such as emotional intelligence, design thinking and cultural competence.

## Speaker Introduction

With nearly 20 years of experience in the banking and financial services industry, our speaker has worked with a diverse range of clients, from high net-worth individuals to multinational corporations. As a seasoned strategy and business development executive, she is an expert in planning and executing effective long and short-term frontline sales and marketing strategies.

## Target Audiences

1. Banking Practitioners
2. Financial Market Practitioners
3. PQ holders :

**CAML**P **AAML**P **CRWP** **ARWP**

**ACsP** **CCRP(CL)** **CCRP(CPM)**

**ACRP**



## Programme Delivery

Virtual Classroom (Zoom)  
Cantonese

## Early Bird DEADLINE

9 May 2023 (Tuesday)

## Application DEADLINE

16 May 2023 (Tuesday)



## APPLY NOW!

(852) 2153 7800

[programme@hkib.org](mailto:programme@hkib.org)

<https://hkib.org/page/119>

## PRICE LIST

Early Bird

Regular Price

Individual  
Member  
HKD  
900

HKD990

Staff of  
Corporate  
Member  
HKD  
1,080

HKD1,190

Non-  
Member  
HKD  
1,200

HKD1,320