

## **Development, management and sale of products and services in Commercial Banking**

### **General objectives:**

This course is aimed at all professionals who wanted to get efficiency (costs) versus results (sales) of the main products and services of Commercial Banking.

### **Specific objectives:**

At the end of the course, learners are able to:

- Analyze the market and to design, develop and systematize the product or service;
- Design processes;
- Analyze competition;
- Analyze and monitor the results;
- Propose improvements;
- Apply management "vertical" and centered products and services.
- Identify best practices to frame in organizing this type of approach.

### **Target Audience:**

All professionals who need to know and apply knowledge in the management and sale of goods and services

### **Hours:**

30 hours.

### **Program Contents:**

#### **Module I - Organizational Context**

#### **Module II - Private Area**

- Segmentation
- Canals and Cross - selling
- Design of Products
- Process Design
- Risk

## **Module III - Structuring Products**

- Deposit Accounts
- cards
- Real Estate loans
- Consumer Credit

## **Module IV - Area Companies**

- Segmentation
- Risk
- Credit lines
- Framework in the Organization - most effective formulas

## **Module V – Services**

- Strategic importance
- Management of the General Price list of products and services