



STATE BANK INSTITUTE OF CONSUMER BANKING

WEB SERIES

“Getting Ready for the Experience Economy”

Programme on Marketing for Relationship Managers in Retail Banking



PROGRAMME OVERVIEW

- ~ More than half the loan portfolio of all banking institutions is geared towards the retail customer
- ~ The programme intends to guide participants through an individual's life journey and his banking needs
- ~ Participants are introduced to core marketing concepts, customer onboarding, due diligence and managing customer relationships

PROGRAM OBJECTIVE

- To provide practical insights into branch banking products
- To acquaint/ reacquaint participants with marketing concepts
- To provide an understanding of the difference between product marketing and service marketing

LEARNING METHODOLOGY

- 4-day programme
- 8 Interactive webinars of 60 minutes each

Who should attend?

Retail Sales Teams, Relationship Managers, Officers handling retail business

CO-ORDINATOR DETAILS

Shri Saurabh Jaiswal, AGM & Faculty & Dr. Bindu Nambiar, Faculty (Marketing)

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