



TREASURY SALES



FUNDAMENTALS OF TREASURY SALES

3 DAYS

OVERVIEW

Treasury Sales is a key component of any financial institutions product and service offering to clients. The treasury sales function is the front-line distribution network through which the bank delivers its various Treasury products and services to a large array of clients, many of whom not often aware the varied alternatives available to them.

In the end, the success of any Treasury Sales resource revolves around one key theme, understanding the client's business risks and resultant requirements and being able to solution the most appropriate product or service to mitigate these risks and requirements.

From a bank's point of view, its Treasury Sales force is responsible for funneling the constant stream of business that occurs on a daily basis into their own bank, providing the bank the opportunity to gain market share and thereby ensuring the sustainability and mutual benefit inherent for both parties involved.

What most sales people lack however is the ability to step outside of their own respective product or service area, viewing a client's risk on a holistic basis and being able to deliver the bank to the client in a product-neutral manner.

This course will focus on delegates gaining a practical understanding of how a real business works, how no single product created by a bank stands in isolation, how the actions of a sales person could either mitigate the risk, or worst, contribute to it. Class participation is encouraged putting each candidate in the driver's seat of a corporate client faced with multiple solutions to any given problem. The ultimate aim is for attendees to gain an understanding of just how difficult this process is for a client, and then crossing the divide in formulating ways in which they can assist clients better due to a thorough understanding of where a client comes from.

BENEFITS OF ATTENDING

This comprehensive three day workshop will provide attendees with:

- A thorough understanding of the business risks and requirements of their clients.
 - The knowledge to suggest the most appropriate product or service to address a client's need.
 - The ability to recognise opportunities to gain market share for their bank.
 - The tools to formulate ways in which they can assist clients better, due to a thorough understanding of where a client comes from.
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WHO SHOULD ATTEND?

The course will be extremely valuable to the following people:

- Front Office Sales at Banks
 - Treasury and Trade Solutions Sales Staff
 - Operations staff moving into a Front Office role
 - Support areas (such as credit, legal and compliance)
 - Corporate Treasury Staff
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COURSE METHODOLOGY

- Classroom style lectures complimented with group discussions, practical examples and role-play exercises.
 - Delegates will receive a comprehensive workbook and a copy of the presentation
 - Upon completion delegates will receive a certificate of attendance
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DAY 1

Understanding The Link Between Banks And A Client Treasury Function

Client Relationship Management

- The Essence Of The Relationship
- Communicating At The Appropriate Level
- Sharing Information Across Internal Business Units
- Solutioning Strategies And Approach
- Price Testing
- Credit Lines And The Ability To Operate
- Client Prepositioning
- Moving A Client Up The Value Chain And The Importance Thereof

Baseline Product Knowledge

- Interest Rate Instruments
- Foreign Exchange Instruments
- Case Study – What Risks are we Facing?
- Capital Market Instruments
- Commodity Instruments

Role Play Example – Needs Analysis Gathering

- Teams will be created for a facilitated role-play
- 15 minutes of practice, then live role-play to be adjudicated by peers

Understanding the Client Treasury Function

- Business Risk
 - Business Operating Environment And Competition
 - The Importance Of Cash Flow
 - Client Treasury Structure
 - Credit Lines And The Ability To Operate
 - Client Prepositioning
 - Moving A Client Up The Value Chain And The Importance There
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Day 2

A Practical Approach to Client Management

Understanding Cash Flow / Working Capital Management

- Debtor Financing / Factoring
- Exports Finance
- Working Capital and Why it's Critical
- Unlocking Cash Flow by Borrowing Via the Forward Curve
- Project Analysis and Costing

The Impact of FX On a Business

- FX – Much More than Converting From One Currency to a Next
- Pricing Sensitivity
- Hedging vs Speculating
- Understanding What to Hedge
- Is Using Forwards Risk Free?
- Levelling the Playing Field Using Derivatives

Practical Example of Interest Rate Risk Management

- Defining the Risk
- Defining the Quantum
- Evaluating the Most Suitable Product
- Case Study – the Case where the Product is Not Always the Solution

Role Play Example – Sketching a Solution Outline

- Teams will be created to listen to 1 member who will act as the client and will be given a case study to recite. The rest of the team needs to listen to the case study, and formulate an OUTLINE of a solution, for assessment by the Facilitator.

FX Transaction & Translation Risk Hedging

- How to Identify a Complex Risk
- Case Study – Creating a Solution

Day 3

A Practical Approach to Solutioning

Commodity Hedging

- When a Commodity Behaves Like an Exchange Rate
- The Risks Implied in Various Hedges
- Case Study – Gold hedging, Why and When?

Preparing the Client Presentation

- How to Position your Solution
- Playing your Understanding back to the Client
- Ensuring you have Fully Understood the Requirements

Structured Hedging Solutions

- Foreign Exchange Structuring
- Debt Management and Strategy
- Interest Rate Structuring

Role Play Example – Structured Solution

- Teams will be created and given a case study of a client's full needs analysis. Each team will have to create a 4-page presentation to present to the Group. Winning team will be decided by the Group.
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WORKSHOP REGISTRATION FORM – PUBLIC WORKSHOP

Workshop	Date	Registration Code	Delegate Fee
TREASURY SALES	22 – 24 NOVEMBER 2017	LAGOS, NIGERIA	\$1350

TO REGISTER, PLEASE COMPLETE THIS FORM AND EMAIL IT TO: thabelo.sikhala@icaps.com or cdjaiyeola@fmda.com.ng

Company Name:		VAT Number:
Address (Postal):		Postal Code:
DELEGATES DETAILS		
1	Name & Surname:	Position:
	Department:	Email:
	Telephone Number:	Dietary Requirements:
	Mobile Number:	<ul style="list-style-type: none"> Clarify:
2	Name & Surname:	Position:
	Department:	Email:
	Telephone Number:	Dietary Requirements:
	Mobile Number:	<ul style="list-style-type: none"> Clarify:
3	Name & Surname:	Position:
	Department:	Email:
	Telephone Number:	Dietary Requirements:
	Mobile Number:	<ul style="list-style-type: none"> Clarify:
4	Name & Surname:	Position:
	Department:	Email:
	Telephone Number:	Dietary Requirements:
	Mobile Number:	<ul style="list-style-type: none"> Clarify:

I _____, the undersigned, acknowledge that I am duly authorized to sign on behalf of _____, Bank/ Organisation for the delegates named above to attend this workshop. My signature below and the accompanying official stamp/ PO Number is an acceptance and acknowledgement of the booking terms and conditions.

I have read and understood the booking terms and conditions

Signature:

Date:

Stamp/ PO Number	Name & Surname:
	Position:
	Telephone Number:
	Email:

BOOKING TERMS AND CONDITIONS

1. Fees include lunch, refreshments and training materials
2. ICAP Training Solutions is NOT responsible for delegate airfares, hotels or travel costs
3. No delegate will be admitted unless payment has been received
4. Substitutions are acceptable at no additional charge
5. Cancellations 7 – 14 days before the course date will incur a 50% fee
6. Cancellations 7 days (or less) before the course date will incur a 100% fee
7. ICAP reserves the right to defer the course date or modify the course materials