Corporate Banking Product Knowledge and Relationship Sales

Banking and Financial Regulation

Course Overview

Corporate Banking Product Knowledge and Relationship Sales: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa...

What You Will Achieve

- Explain the core principles and current good practice in Corporate Banking Product Knowledge and Relationship Sales
- Apply practical tools and techniques for Corporate Banking Product Knowledge and Relationship Sales in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Corporate Banking Product Knowledge and Relationship Sales in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Finance managers, accountants, analysts, budget holders and professionals responsible for financial planning, control or reporting.

Course Outline

1. Foundations of Corporate Banking Product Knowledge and Relationship Sales: principles, terminology and context
2. The business case: why Corporate Banking Product Knowledge and Relationship Sales matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
16 to 20 Nov 2026	Johannesburg	**$1,550**
23 to 27 Nov 2026	Durban	**$1,550**
30 Nov to 4 Dec 2026	Accra	**$1,650**

7 to 11 Dec 2026	Online	**$750**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.