

MARKETING PROGRAMME FOR BANKERS (November 2-3, 2026)

A TWO-DAY WORKSHOP ON MARKETING FOR BANKERS

Building customer insight, trusted conversations and relationship-led business growth



PROGRAMME OVERVIEW

Bank marketing today goes beyond selling products. It requires a deeper understanding of customers, their financial needs, decision-making behaviour, preferences and expectations, along with a clear knowledge of the bank's own products and the competitive landscape.

This two-day workshop is designed to connect modern marketing concepts with the practical realities of branch banking. It focuses on need-based and advisory-led marketing, customer segmentation, product and competitor understanding, behavioural finance, consumer psychology, neuromarketing principles, relationship management, digital engagement, professional communication and ethical conversion of customer opportunities into sustainable business.

LEARNING OUTCOMES

- Identify customer segments, needs and potential business opportunities.
- Position banking products in relation to customer requirements and competitor offerings.
- Use branch touchpoints and digital channels for responsible customer engagement.
- Apply relationship-marketing and CRM habits to deepen and retain relationships.
- Communicate with greater confidence, handle objections and close conversations ethically.

PROGRAMME OBJECTIVES

- Develop a customer-centric marketing mindset.
- Improve product positioning, cross-selling and relationship management.
- Strengthen communication, digital outreach and closing skills.
- Translate learning into a practical branch marketing plan.

PEDAGOGY

- Short concept inputs linked to banking situations.
- Case studies and branch-based problem solving.
- Role plays on customer conversations and objection handling.
- Product/competitor comparison and customer-segmentation exercises.
- Hands-on digital campaign examples.
- Group work culminating in a branch marketing action plan and presentation.

PROGRAMME CONTENT & SESSION THEMES

From customer insight to trusted conversion

DAY 1 | CUSTOMER, PRODUCT & MARKET

1. From Selling to Advising: A New Approach to Bank Marketing

Why marketing matters in banking; reframing marketing as advice and value creation rather than product pushing.

2. Know Your Customer, Product and competitor

Customer segmentation; identifying needs; product knowledge; competitor awareness; buying behaviour and family influence. competitor mapping and comparative positioning

3. The Branch as a Marketing Platform

Branch touchpoints; customer journey; lead generation; cross-selling and up-selling; converting service interactions into relevant business opportunities.

4. Banking Goes Digital

Practical use of social media, WhatsApp and SMS; customer communication; campaign ideas; responsible and compliant digital outreach.

DAY 2 | RELATIONSHIP, COMMUNICATION & CONVERSION

5. Personal Presence & Communication

Branding, Grooming, professionalism, persuasive communication and skills, preparation before customer meetings and self-branding.

6. Relationships Over Transactions

Relationship marketing; CRM habits; customer retention; service-marketing mix; deepening customer relationships.

8. Understanding Customer Behaviour: Behavioural Finance, Buying Psychology & Neuromarketing

Understand consumer behavior, biases, emotional triggers, attention, ethical persuasion using practical neuromarketing strategies.

WHO SHOULD ATTEND

Branch Managers
Relationship Managers
Customer-facing Officers
Officers being groomed for larger roles

WORKSHOP FORMAT

Interactive classroom learning
Case studies & role plays
Hands-on exercises
Group presentation

PROGRAMME DETAILS

Date : 2-3 Nov 2026
Time: 9:00/9:30 AM - 5:00 PM
Venue: Indian Institute of Bank Management, Khanapara, Guwahati

Where?

IIBM Campus (Near Kendriya Vidyalaya, Khanapara), Jawahar Nagar, Khanapara, Guwahati-781022.

Registration:

Participant shall be nominated by his/her organization through **email:** programme@iibm.ac.in.

Online nomination is accepted through our **website** www.iibm.ac.in.

The last date for receiving nomination is October 29th, 2026.

When?

The programme will commence on **November 02, 2026 (Monday)** and conclude on **November 03, 2026 (Tuesday)**.

Fee:

The all-inclusive fee per participant is as below :

	Fee	GST 18%	Total
Commercial Banks / Non Sponsor Banks	₹9,600/-	₹1,728/-	₹11,328/-
Sponsor Banks of IIBM viz. RBI, NABARD, SBI, UCO Bank, Union Bank of India, Indian Bank, Central Bank of India and Punjab National Bank	₹9,000/-	₹1,620/-	₹10,620/-

Payment of fees for all employees of RBI shall be borne by RBI, Guwahati. A copy of nomination letter may be sent to RBI, Guwahati for facilitating payment on time.

a. Details of our Bank Account are as follows :

Beneficiary Name	INDIAN INSTITUTE OF BANK MANAGEMENT
Bank A/c No	10821418158
A/c Type	S B A/c
MICR Code	781002037
IFS Code	SBIN0010669
Name of the Branch	IIBM Branch

b. While remitting online programme participation fee kindly advise us the following particulars through the email address mentioned above under registration.

Title of Programme including Commencement Date	Name of the Participant/s	Name of Bank/ Organisation	Amt. of Fee	EFT/ NEFT UTR No.	EFT/NEFT Date

Program Directors:

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