



Thinking Like a Banker

Are you ready to create opportunities selling into the complex world of financial services. To maximise your success in this dynamic sector, it is crucial to embrace a new perspective – one that allows you to *“Think Like a Banker”*

Why “Thinking Like a Banker”?

The financial services landscape is constantly changing, and staying ahead of the curve requires a deep understanding of the banking industry, its operations, and the intricate web of technical integration solutions.

Our course is designed to empower you with the knowledge and skills needed to navigate this complex terrain effectively and sell into it efficiently.

What you'll gain:

✓ Banker's Mindset

Learn how to think like a banker, gaining insights into their thought processes, needs, and priorities.

✓ Banking Industry Mastery

Acquire in-depth knowledge about how banks operate, enabling you to speak their language and understand their pain points.

✓ Revenue insights

An understanding of how and where banks make money, including breaking down the optimal revenue pools. Enables you to sell your services where the money and budgets are.

✓ Effective Communication

Be equipped to explain complex banking solutions in a simple and understandable manner, bridging the gap between technology and banking.

Program Highlights:

✓ Comprehensive Learning

Our course covers the fundamental aspects of the banking and financial services industry, making sure you have a holistic understanding.

✓ Practical Insights

Gain real-world insights from experts who have successfully navigated the industry for years.

✓ Problem-Based Sales

Master the art of identifying customer problems and tailoring solutions to meet specific industry needs.

✓ Optimised Revenue Opportunities

Discover how to identify and leverage new revenue opportunities within the banking sector.

Who Should Attend*?

✓ Sales Professionals

✓ Business Development Executives

✓ Product Managers

✓ Marketing Executives

**Anyone looking to sell into the banking and financial services industry more efficiently*

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About the program

Here's what you can expect to learn during this action-packed program

01 Introductions and the Big Picture

We'll kick off by setting the stage, providing a comprehensive overview of the course's scope and objectives. Get ready for a deep dive into the \$15 trillion world of financial services.

03 The divisional picture

Understand the intricate web of banking services. Learn how different components of the product ecosystem fit together. Explore the roles played by various departments and divisions across banks.

05 The Banks Perspective

See the bigger picture through the eyes of the bank. We'll provide a practical case study illustrating how their services impact a global consumer goods manufacturer operating in multiple global markets. We will explore where you can add your services to bring enhanced value to the proposition.

07 Bringing It All Together

Finally, we'll consolidate your knowledge and help you identify where your business can focus its efforts to maximise revenues and foster strategic partnerships. Gain the planning skills needed to seize the revenue opportunity effectively. Get clear on next steps to realise the industry opportunity.

02 Sizing Up the Global Revenue Opportunity

Discover the vast revenue opportunities that exist within the banking and payments industry. Uncover the potential that awaits your organisation.

04 Industry challenges

Understand what is keeping senior bankers and management teams up at night. In a world where the Banking Executive Accountability Regime (BEAR) can land a banker in jail, we explore the key issues and challenges banks are grappling to address.

06 How do you open opportunities

With a multitude of different people all with various senior titles within banks how does a technology provider go about creating sales opportunities. We will show you how.

"The Thinking Like a Banker Training SWIFT completed with Mark on innovation and disruption was very interactive and conducted in a very positive attitude. The facilitation was excellent and supporting data and materials were great. Mark's strong communication skills and ability to convey complex financial scenarios in a simplified way definitely gave our team members new perspectives and insights for business growth"

SURESH RAJALINGAM

SWIFT Head of Oceania Region, APAC

To find out more about how **'Thinking like a Banker'** can 'fast start' your companies revenue growth goals contact

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