MAWA EVENTS

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TREASURY PRODUCTS FOR RELATIONSHIP MANAGERS: A STRATEGIC APPROACH

“Empowering Relationship Managers with Treasury Expertise to Drive Client Value”

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

Introduction

In today’s competitive financial landscape, relationship managers (RMs) must go beyond traditional banking services and offer clients strategic treasury solutions tailored to their needs. This course is designed to equip RMs with a deep understanding of treasury products, enabling them to engage confidently with corporate and institutional clients, identify opportunities, and structure impactful solutions.

Participants will explore the full spectrum of treasury offerings, from foreign exchange and derivatives to structured products, liquidity management, and interest rate instruments.

Objectives

By the end of this training, participants will be able to:

- Understand the structure and function of key treasury products
- Identify client needs and match them with appropriate solutions
- Communicate the value and risk of treasury offerings with confidence
- Collaborate effectively with treasury desks and product specialists
- Expand wallet share by delivering strategic financial solutions

Why Attend

- Gain product fluency in treasury instruments and strategies
- Strengthen client conversations with tailored treasury insights
- Learn how to structure and cross-sell multi-product solutions
- Improve collaboration with treasury and risk teams
- Stay ahead of market and regulatory developments

Target Audience

- Corporate & Institutional Relationship Managers
- Treasury Sales and Frontline Bankers
- Client Advisors & Business Development Officers
- Wealth and Private Bankers interacting with high-net-worth clients
- Professionals transitioning into RM roles

Individual Benefits

- Become a strategic partner to clients by offering treasury-based solutions
- Improve career prospects by gaining treasury fluency
- Increase client engagement and trust
- Enhance sales and deal conversion rates through product expertise

Organizational Benefits

- Enable RMs to generate more revenue through cross-selling
- Enhance client retention through better financial guidance
- Bridge the gap between client-facing teams and treasury specialists
- Support sustainable client growth through strategic financial services

Instructional Methodology

- Instructor-led sessions with real-world case studies
- Interactive product demos and structuring simulations
- Group discussions and industry-based role-plays
- Treasury solution design workshops
- Knowledge checks and practical applications

Course Outline

DETAILED 5-DAY COURSE OUTLINE (Customizable) Training Hours: 07:30 AM – 03:30 PM Daily Format: 3–4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Treasury Landscape and Core Concepts

- Module 1 (07:30 – 09:30): Overview of Treasury Operations & RM Role
- Module 2 (09:45 – 11:15): Understanding the Client's Treasury Needs
- Module 3 (11:30 – 01:00): Risk Types Managed by Treasury: FX, IR, Liquidity

Day 2: Foreign Exchange and Hedging Solutions

- Module 4 (07:30 – 09:30): FX Spot, Forward, and Swap Products
- Module 5 (09:45 – 11:15): FX Hedging Strategies for Clients
- Module 6 (11:30 – 01:00): Selling FX Solutions: Pitching, Pricing, and Risks

Day 3: Interest Rate and Structured Treasury Products

- Module 7 (07:30 – 09:30): Interest Rate Swaps, Futures & Forwards
- Module 8 (09:45 – 11:15): Structured Notes and Hybrid Instruments
- Module 9 (11:30 – 01:00): Treasury Solutions for Capex & Debt Restructuring

Day 4: Liquidity, Investment, and Cross-Selling Opportunities

- Module 10 (07:30 – 09:30): Liquidity & Cash Management Tools
- Module 11 (09:45 – 11:15): Investment Products & Treasury Placement Ideas
- Module 12 (11:30 – 01:00): Bundling Solutions: Treasury Cross-Selling Techniques

Day 5: Client Engagement, Compliance & Strategy Development

- Module 13 (07:30 – 09:30): Managing Client Risk Appetite & Suitability
- Module 14 (09:45 – 11:15): Regulatory Do's & Don'ts in Treasury Sales
- Module 15 (11:30 – 01:00): Client Strategy Planning Exercise & Certification

Certification

Participants who complete the full course will receive a Certificate of Completion: \"Treasury Products for Relationship Managers: A Strategic Approach\", recognizing proficiency in aligning client needs with strategic treasury solutions.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**