QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1753

Banking Business Growth & Business Development

CORPORATE & COMMERCIAL BANKING
FINANCE, INVESTMENT & BANKING

DURATION **5 Days**	DELIVERY **Classroom**
LOCATION **Kuala Lumpur, Malaysia**	DATES **1 – 5 Feb 2027**

Scheduled Event Details

CITY	Kuala Lumpur, Malaysia
DATE	1 – 5 Feb 2027
DELIVERY TYPE	Classroom
COURSE FEE	€4,400

Course Overview

The Banking Business Growth & Business Development Training Course provides a strategic and practical framework for strengthening business development capabilities, expanding customer portfolios, increasing revenue, developing new business opportunities, and building sustainable competitive advantage within banking institutions.

In an increasingly competitive banking environment, business development extends beyond traditional sales activities. Sustainable growth requires a structured understanding of market opportunities, customer needs, industry dynamics, competitive positioning, value propositions, relationship development, product penetration, strategic partnerships, and emerging business models.

The course explores practical approaches to business development across retail banking, corporate banking, commercial banking, SME banking, digital banking, payments, cards, and wealth management. Participants will learn how to identify attractive market segments, target high-value customers, develop compelling banking propositions, expand existing relationships, and convert market opportunities into measurable business results.

Particular emphasis is placed on managing the complete business development cycle—from opportunity identification and qualification to relationship building, proposal development, negotiation, conversion, and account expansion. Participants will also examine how data, customer insights, commercial analytics, and performance indicators can support better business development decisions.

Through banking case studies, market analysis, customer portfolio exercises, opportunity assessment, relationship-management scenarios, negotiation exercises, and strategic planning workshops, participants will develop the practical capabilities required to build and execute effective banking business growth and business development strategies.

Objectives

- By the end of the course, participants will be able to:
- Analyze the strategic role of business growth and business development within banking institutions.
- Assess banking markets, customer segments, industries, and competitive dynamics to identify growth opportunities.
- Identify and prioritize new business opportunities based on market potential, customer value, and profitability.
- Develop effective strategies for customer acquisition and portfolio expansion.
- Strengthen existing customer relationships and increase customer lifetime value.
- Apply cross-selling and up-selling strategies to increase product penetration and relationship depth.
- Develop differentiated banking value propositions aligned with customer and market needs.
- Build and manage structured business opportunity pipelines.
- Apply effective approaches to relationship development and stakeholder management.
- Develop compelling commercial proposals and apply professional negotiation techniques.
- Use business development KPIs and commercial analytics to measure performance and conversion.
- Develop an integrated banking business growth and business development plan.

Who Should Attend

This course is designed for banking executives, business heads, business development managers, sales managers, relationship managers, account managers, and professionals responsible for revenue generation, customer acquisition, portfolio growth, and commercial performance.

It is particularly relevant to professionals working in retail banking, corporate banking, commercial banking, SME banking, digital banking, cards, payments, wealth management, and other banking business lines focused on developing customer relationships and expanding business portfolios.

The program is also valuable for professionals in strategy, product management, marketing, customer experience, business analytics, partnerships, and commercial planning who contribute to identifying opportunities, developing markets, strengthening customer relationships, and achieving business growth objectives.

Learning Outcomes

- By the end of the course, participants will be able to:
- Explain the strategic role of business growth and business development in banking.
- Analyze market, industry, customer, and competitor information to identify commercial opportunities.
- Identify and prioritize high-potential customer segments and target accounts.
- Develop differentiated banking value propositions for targeted customers and industries.
- Build effective customer acquisition and market development strategies.
- Strengthen existing customer relationships and increase portfolio value.
- Apply cross-selling and up-selling strategies to improve product penetration.
- Build, qualify, prioritize, and manage a structured business opportunity pipeline.
- Assess opportunity potential and determine the probability of successful conversion.
- Develop effective commercial proposals aligned with customer needs and business objectives.
- Apply negotiation, stakeholder management, and relationship-building techniques.
- Use business development metrics to monitor activity, conversion, revenue, and pipeline performance.
- Identify barriers and risks that may limit banking business growth.
- Develop actionable business growth plans with clear initiatives, targets, responsibilities, and performance measures.

Course Outline

DAY 01

Foundations of Banking Business Growth & Business Development

- Business growth and business development in the banking industry
- The relationship between sales, business development, and sustainable growth
- Key drivers of banking revenue and business expansion
- Banking market analysis and competitive dynamics
- Identifying attractive markets, industries, and customer segments
- Customer needs, market trends, and emerging opportunities
- Business opportunity identification and prioritization
- Developing market and customer growth strategies
- Building a business development mindset across banking teams

PRACTICAL APPLICATION

Analyze a banking market and identify priority business growth and development opportunities

DAY 02

Customer Development & Relationship Growth

- Customer acquisition strategies and target-market identification
- Customer segmentation and account prioritization
- Customer value, profitability, and lifetime value
- Relationship development and account expansion
- Increasing wallet share and relationship depth
- Cross-selling and up-selling strategies
- Product penetration and customer portfolio expansion
- Identifying unmet customer needs and hidden opportunities
- Strategic account management
- Customer retention and relationship sustainability

DAY 02 — CONTINUED

> **PRACTICAL APPLICATION**
> Develop a customer development plan designed to increase relationship value and portfolio growth

DAY 03

Business Opportunity & Pipeline Management

- The business development lifecycle
- Building and managing a business opportunity pipeline
- Opportunity identification, qualification, and prioritization
- Assessing opportunity attractiveness and probability of conversion
- Understanding customer decision-making processes
- Identifying decision-makers, influencers, and stakeholders
- Relationship building and stakeholder engagement
- Developing customer-focused value propositions
- Preparing effective commercial proposals
- Negotiation, objection handling, and closing strategies
- Converting opportunities into sustainable banking relationships

> **PRACTICAL APPLICATION**
> Build and manage a business development pipeline for a selected banking segment

DAY 04

Growth Strategies, Partnerships & Competitive Advantage

- Market expansion and business development strategies
- Growth strategies for retail, corporate, commercial, and SME banking
- Business development opportunities in digital banking
- Strategic partnerships and business ecosystems
- Developing new distribution and partnership channels

DAY 04 — CONTINUED

- Competitive analysis and differentiation
- Product and service development based on market opportunities
- Increasing revenue from existing and new customers
- Strategic account growth and relationship expansion
- Building sustainable competitive advantage

PRACTICAL APPLICATION

Design a business growth and development strategy for a selected banking segment

DAY 05

Strategic Planning, Execution & Performance Management

- Building an integrated banking business growth strategy
- Setting business growth, revenue, customer, and portfolio targets
- Converting opportunities into actionable business initiatives
- Prioritizing initiatives and allocating commercial resources
- Business development KPIs and performance measurement
- Measuring customer acquisition, conversion, revenue, and pipeline performance
- Monitoring portfolio growth and relationship performance
- Managing business development risks and execution challenges
- Continuous improvement and optimization of growth strategies

FINAL WORKSHOP

Develop a comprehensive Banking Business Growth & Business Development Plan covering market analysis, target segments, customer acquisition, relationship expansion, portfolio development, opportunity pipeline, value propositions, partnerships, growth targets, KPIs, execution priorities, responsibilities, and performance monitoring.

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Register or Request More Information

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