

Course No. 1058

Commercial Banking Strategies

**CORPORATE & COMMERCIAL BANKING
FINANCE, INVESTMENT & BANKING**

DURATION

5 Days

LOCATION

Vienna, Austria

DELIVERY

Classroom

DATES

4 – 8 Jan 2027



Scheduled Event Details

CITY	Vienna, Austria
DATE	4 – 8 Jan 2027
DELIVERY TYPE	Classroom
COURSE FEE	€5,700

Course Overview

Commercial Banking Strategies is a comprehensive professional training course designed to equip banking professionals with the strategic knowledge and practical skills required to develop, implement, and manage successful commercial banking strategies in today's highly competitive financial environment. As commercial banks face rapid digital transformation, evolving customer expectations, regulatory changes, and increasing competition, strategic planning has become essential for achieving sustainable growth, improving profitability, and maintaining long-term customer relationships.

This course provides participants with a structured understanding of commercial banking strategy, covering market analysis, customer segmentation, relationship management, product development, lending strategy, portfolio optimization, and business growth planning. Participants will learn how to align commercial banking activities with organizational objectives while balancing revenue generation, customer satisfaction, and effective risk management.

The program also explores strategic approaches to commercial lending, customer acquisition and retention, profitability management, credit portfolio optimization, digital banking transformation, data-driven decision-making, and regulatory compliance. Participants will examine how commercial banking teams collaborate with credit, treasury, operations, risk management, and product development functions to deliver integrated financial solutions that create long-term value for both customers and financial institutions.

Through practical case studies, strategic planning workshops, business simulations, and real-world commercial banking scenarios, participants will strengthen their ability to analyze market opportunities, develop customer-focused banking strategies, improve portfolio performance, and implement sustainable growth initiatives. The course enables banks, financial institutions, development finance organizations, government financing agencies, and corporate lenders to

enhance commercial banking performance while maintaining strong governance and prudent risk management practices.

Objectives

- Analyze commercial banking markets and customer segments to develop effective business strategies by the end of the course.
- Evaluate customer needs and market opportunities to improve commercial banking performance.
- Apply strategic planning methodologies to strengthen commercial banking operations and business growth.
- Develop customer relationship strategies that improve retention, profitability, and long-term value.
- Assess commercial lending opportunities while balancing profitability with prudent credit risk management.
- Improve portfolio performance through strategic client management and data-driven decision-making.
- Strengthen collaboration between commercial banking, treasury, credit, operations, and risk management functions.
- Implement governance, compliance, and performance management practices that support strategic banking objectives.
- Assess the impact of economic trends, regulatory developments, and digital transformation on commercial banking strategies.
- Align commercial banking strategies with organizational goals, risk appetite, and international banking best practices.

Who Should Attend

This course is designed for commercial banking relationship managers, commercial banking officers, branch managers, business development managers, credit managers, senior credit analysts, lending officers, portfolio managers, commercial finance professionals, treasury relationship managers, product managers, and professionals responsible for managing commercial banking customers and business portfolios.

It is also suitable for heads of commercial banking, regional managers, chief risk officers, heads of credit, compliance professionals, internal auditors, operations managers, development finance

professionals, government financing agencies, investment specialists, finance executives, and decision-makers responsible for developing commercial banking strategies, improving business performance, and strengthening customer relationships.

Learning Outcomes

- By the end of this course, participants will be able to:
- Analyze commercial banking markets and identify strategic growth opportunities.
- Develop customer-focused commercial banking strategies aligned with organizational objectives.
- Evaluate commercial customer profitability and portfolio performance using key performance indicators.
- Design integrated banking solutions that address diverse customer financing and business requirements.
- Apply strategic relationship management techniques to strengthen customer engagement and retention.
- Assess commercial lending opportunities using sound financial and credit analysis.
- Integrate governance, compliance, and risk management principles into commercial banking strategy.
- Utilize business intelligence, market analysis, and data analytics to support strategic decision-making.
- Develop sustainable commercial banking growth strategies that enhance profitability and portfolio quality.
- Apply international best practices in commercial banking strategy to improve organizational performance and competitive advantage.

Course Outline

DAY 01

Strategic Foundations of Commercial Banking

- The evolving role of commercial banking in the financial sector
- Commercial banking business models and strategic positioning
- Market analysis and customer segmentation
- Governance, regulatory environment, and strategic planning

DAY 01 — CONTINUED

PRACTICAL APPLICATION

Analyzing commercial banking market opportunities

DAY 02

Customer Relationship Strategy and Business Development

- Strategic relationship management for commercial clients
- Customer needs analysis and solution-based banking
- Commercial banking products and service strategies
- Customer profitability and portfolio segmentation

PRACTICAL APPLICATION

Developing strategic account plans for commercial clients

DAY 03

Commercial Lending and Financial Solutions

- Commercial lending strategy and credit assessment
- Working capital finance and structured lending solutions
- Treasury, cash management, and trade finance integration
- Cross-selling and value-added financial solutions

PRACTICAL APPLICATION

Designing integrated commercial banking solutions

DAY 04

Performance, Risk, and Portfolio Management

- Commercial portfolio management and performance measurement
- Credit risk management and portfolio optimization
- Early warning indicators and portfolio monitoring

DAY 04 — CONTINUED

- Data analytics and strategic decision-making in commercial banking

PRACTICAL APPLICATION

Evaluating portfolio performance and recommending strategic improvements

DAY 05

Best Practices in Commercial Banking Strategies

- Digital transformation and innovation in commercial banking
- ESG considerations and sustainable commercial banking
- Continuous improvement and operational excellence
- Building high-performing commercial banking teams

FINAL WORKSHOP

Develop a comprehensive commercial banking strategy, analyze customer and market opportunities, design integrated banking solutions, evaluate key business and credit risks, and prepare an implementation action plan to strengthen commercial banking performance and long-term organizational growth.

Register or Request More Information

Course page: <https://quest-training.com/courses/commercial-banking-strategies>

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