

Corporate Banking Business Development

Corporate & Commercial Banking · Banking & Finance · 5 Days · Classroom

OVERVIEW

Corporate Banking Business Development is a comprehensive professional training course designed to equip banking professionals with the strategic knowledge and practical skills required to drive business growth, expand corporate banking portfolios, and build long-term relationships with corporate clients. In today's competitive banking environment, business development has evolved beyond customer acquisition to encompass strategic relationship management, value creation, financial advisory, and innovative banking solutions that support sustainable growth for both clients and financial institutions.

This course provides participants with a structured framework for corporate banking business development, covering market analysis, customer segmentation, opportunity identification, relationship building, strategic account management, and solution-based selling. Participants will learn how to identify business opportunities, understand corporate customer needs, develop tailored financial solutions, and maximize customer profitability while maintaining sound credit and risk management practices.

The program also explores advanced business development strategies, including corporate financing solutions, customer profitability analysis, portfolio growth, cross-selling, treasury and trade finance integration, digital banking innovation, and data-driven decision-making. Special emphasis is placed on aligning business development initiatives with organizational objectives, governance frameworks, regulatory expectations, and customer-centric banking strategies that enhance long-term value creation.

Through practical case studies, strategic planning workshops, client engagement simulations, and real-world corporate banking scenarios, participants will strengthen their ability to develop business growth strategies, manage key corporate relationships, increase revenue opportunities, and optimize portfolio performance. The course supports banks, financial institutions, government financing agencies, development finance institutions, and corporate lenders seeking to strengthen their corporate banking business development capabilities while improving profitability and competitive positioning.

OBJECTIVES

- Analyze corporate banking markets and customer segments to identify business development opportunities by the end of the course.
- Evaluate corporate customer needs and develop tailored financial solutions that support long-term business relationships.
- Apply strategic business development methodologies to expand corporate banking portfolios and increase profitability.
- Develop customer acquisition and retention strategies that strengthen market presence and

customer loyalty.

- Assess customer profitability and portfolio performance using structured analytical approaches.
- Improve cross-selling opportunities by integrating lending, treasury, trade finance, and cash management solutions.
- Strengthen strategic relationship management through consultative selling and value-based client engagement.
- Implement governance, compliance, and risk management principles within corporate banking business development activities.
- Assess the impact of digital transformation, financial technology, and market trends on corporate banking growth strategies.
- Align business development initiatives with organizational strategy, sustainable growth objectives, and international banking best practices.

WHO SHOULD ATTEND

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

It is also suitable for heads of corporate banking, heads of business development, regional managers, branch managers, chief risk officers, credit managers, compliance professionals, internal auditors, development finance specialists, government financing agencies, investment professionals, finance executives, and decision-makers responsible for expanding corporate banking operations, increasing customer value, and improving business performance.

LEARNING OUTCOMES

- By the end of this course, participants will be able to:
- Analyze corporate banking markets and identify strategic business growth opportunities.
- Develop customer-focused business development strategies aligned with organizational objectives.
- Evaluate customer profitability and optimize corporate banking portfolios.
- Design integrated banking solutions that address corporate financing and operational requirements.
- Apply consultative selling techniques to strengthen customer engagement and long-term relationships.
- Identify cross-selling opportunities across lending, treasury, trade finance, and cash management services.
- Utilize business intelligence and data analytics to support strategic business development decisions.
- Integrate governance, compliance, and risk management into corporate banking growth initiatives.
- Prepare professional business development plans and strategic client growth proposals.
- Apply international best practices in corporate banking business development to improve portfolio quality, customer satisfaction, profitability, and long-term organizational performance.

COURSE OUTLINE

1. Course Outline:
2. Day 1: Strategic Foundations of Corporate Banking Business Development

3. Strategic Foundations of Corporate Banking Business Development
4. The evolving role of business development in corporate banking
5. Corporate banking market analysis and customer segmentation
6. Strategic positioning and competitive advantage
7. Governance, regulatory environment, and business growth strategies
8. Practical application: Identifying business development opportunities in corporate banking
9. Day 2: Customer Acquisition and Relationship Development
10. Customer Acquisition and Relationship Development
11. Corporate customer acquisition strategies
12. Customer needs assessment and consultative selling
13. Strategic account management
14. Customer experience and long-term relationship development
15. Practical application: Developing a business growth plan for a corporate client
16. Day 3: Corporate Banking Solutions and Revenue Growth
17. Corporate Banking Solutions and Revenue Growth
18. Corporate lending and financing solutions
19. Treasury, cash management, and trade finance integration
20. Cross-selling and value-added financial services
21. Customer profitability analysis and portfolio expansion
22. Practical application: Designing integrated banking solutions for business growth
23. Day 4: Performance Management and Digital Transformation
24. Performance Management and Digital Transformation
25. Business performance measurement and key performance indicators
26. Portfolio growth and profitability management
27. Digital transformation and financial technology in corporate banking
28. Data analytics for strategic business development
29. Practical application: Evaluating business performance and identifying growth opportunities
30. Day 5: Best Practices in Corporate Banking Business Development
31. Best Practices in Corporate Banking Business Development
32. Governance, compliance, and risk management in business development
33. Innovation and sustainable growth strategies
34. Building high-performing corporate banking business development teams
35. Continuous improvement and operational excellence
36. Final workshop: Develop a comprehensive corporate banking business development strategy, analyze market opportunities, evaluate customer needs, design integrated banking solutions, assess key business and credit risks, and prepare an implementation action plan to strengthen business growth and long-term corporate banking performance.

Register or Request More Information

Course page: <http://localhost:3000/courses/corporate-banking-business-development>
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