

Course No. 1066

Corporate Banking Business Development

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

DURATION

5 Days

DELIVERY

Classroom



Course 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

DAY 01

Strategic Foundations of Corporate Banking Business Development

- The evolving role of business development in corporate banking
- Corporate banking market analysis and customer segmentation
- Strategic positioning and competitive advantage
- Governance, regulatory environment, and business growth strategies

DAY 01 — CONTINUED

PRACTICAL APPLICATION

Identifying business development opportunities in corporate banking

DAY 02**Customer Acquisition and Relationship Development**

- Corporate customer acquisition strategies
- Customer needs assessment and consultative selling
- Strategic account management
- Customer experience and long-term relationship development

PRACTICAL APPLICATION

Developing a business growth plan for a corporate client

DAY 03**Corporate Banking Solutions and Revenue Growth**

- Corporate lending and financing solutions
- Treasury, cash management, and trade finance integration
- Cross-selling and value-added financial services
- Customer profitability analysis and portfolio expansion

PRACTICAL APPLICATION

Designing integrated banking solutions for business growth

DAY 04**Performance Management and Digital Transformation**

- Business performance measurement and key performance indicators
- Portfolio growth and profitability management
- Digital transformation and financial technology in corporate banking

DAY 04 — CONTINUED

- Data analytics for strategic business development

PRACTICAL APPLICATION

Evaluating business performance and identifying growth opportunities

DAY 05**Best Practices in Corporate Banking Business Development**

- Governance, compliance, and risk management in business development
- Innovation and sustainable growth strategies
- Building high-performing corporate banking business development teams
- Continuous improvement and operational excellence

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: <https://quest-training.com/courses/corporate-banking-business-development>

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