QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1752

Revenue Growth & Market Share Management for Banks

CORPORATE & COMMERCIAL BANKING
FINANCE, INVESTMENT & BANKING

DURATION
5 Days

DELIVERY
Classroom

Course Overview

The Revenue Growth & Market Share Management for Banks Training Course provides a strategic and practical framework for banking institutions seeking to accelerate sustainable revenue growth, strengthen competitive positioning, increase market share, and improve profitability. The program focuses on the key commercial, customer, product, pricing, distribution, and performance levers that enable banks to grow while maintaining sound risk and financial discipline.

In an increasingly competitive banking environment, sustainable growth requires more than increasing sales volumes. Banks must understand market dynamics, customer needs, competitor positioning, product profitability, pricing strategies, channel performance, and emerging opportunities across retail, corporate, commercial, SME, and digital banking segments. The course provides participants with a structured approach to identifying and converting growth opportunities into measurable business results.

Participants will explore market segmentation, customer acquisition and retention, wallet-share expansion, cross-selling, product penetration, pricing optimization, relationship management, digital channels, and strategic partnerships. The program also examines how banks can identify attractive market segments, prioritize growth opportunities, and allocate commercial resources toward areas with the strongest revenue and market-share potential.

Particular emphasis is placed on linking growth strategies with financial performance. Participants will learn how to analyze revenue drivers, customer profitability, product economics, pricing effectiveness, acquisition costs, retention, portfolio growth, and market-share trends. The course also addresses the importance of balancing growth ambitions with credit risk, regulatory requirements, operational capacity, and sustainable profitability.

Through banking case studies, market analysis, growth opportunity assessment, customer portfolio exercises, pricing scenarios, market-share analysis, and strategic planning workshops, participants will develop practical capabilities to build and execute revenue growth strategies that strengthen the bank's competitive position and long-term financial performance.

Objectives

- Analyze the key drivers of revenue growth and market-share expansion in the banking sector.
- Assess banking market trends, competitive positioning, customer behavior, and emerging growth opportunities.
- Identify high-potential customer segments, products, markets, and channels for sustainable growth.
- Evaluate customer profitability, wallet share, product penetration, and relationship potential.
- Develop strategies for customer acquisition, retention, cross-selling, and relationship expansion.
- Apply pricing and product strategies to improve revenue generation and profitability.
- Assess the contribution of retail, corporate, commercial, SME, and digital banking to overall growth.
- Evaluate distribution-channel effectiveness and identify opportunities for digital and branch optimization.
- Develop market-share growth initiatives aligned with customer needs and competitive dynamics.
- Apply performance metrics and commercial dashboards to monitor revenue and market-share performance.
- Balance growth initiatives with profitability, credit risk, regulatory requirements, and operational capacity.
- Develop an integrated banking revenue growth and market-share management strategy.

Who Should Attend

This course is designed for banking executives, business heads, commercial directors, sales and distribution managers, relationship managers, product managers, strategy professionals, and senior professionals responsible for revenue generation and business growth.

It is particularly relevant to retail banking, corporate banking, commercial banking, SME banking, digital banking, cards, payments, wealth management, and other business lines responsible for customer acquisition, portfolio expansion, product penetration, and revenue performance.

The program will also benefit professionals in strategic planning, finance, business analytics, customer experience, marketing, pricing, business development, performance management, and data analytics who contribute to the bank's growth strategy, market positioning, and commercial decision-making.

Learning Outcomes

- By the end of the course, participants will be able to:
- Explain the major drivers of banking revenue growth and market-share performance.
- Analyze market structure, customer trends, competitor behavior, and competitive positioning.
- Identify attractive customer segments and high-value growth opportunities.
- Assess customer profitability, wallet share, product penetration, and relationship depth.
- Develop customer acquisition and retention strategies that support sustainable growth.
- Design cross-selling and up-selling strategies across banking products and customer segments.
- Evaluate pricing strategies and their impact on revenue, profitability, and customer behavior.
- Assess the performance of branches, digital channels, relationship teams, and other distribution channels.
- Develop market-share expansion strategies for targeted banking segments.
- Use commercial and financial KPIs to monitor growth, profitability, and market performance.
- Identify risks and constraints that could affect banking growth initiatives.
- Build revenue growth plans with clear targets, initiatives, owners, and performance measures.
- Translate market and customer insights into actionable commercial strategies.
- Develop an integrated growth strategy that connects revenue, profitability, customer value, and market share.

Course Outline

DAY 01

Banking Revenue Growth & Market Dynamics

- Banking revenue models and key revenue drivers
- Understanding market growth and competitive dynamics
- Banking market structure and competitive positioning
- Identifying industry trends and emerging growth opportunities
- Customer segmentation and market attractiveness

DAY 01 — CONTINUED

- Revenue pools and growth opportunities across banking segments
- Retail, corporate, commercial, SME, and digital banking growth drivers

PRACTICAL APPLICATION

Analyze a banking market and identify priority revenue-growth opportunities

DAY 02

Customer Growth, Wallet Share & Relationship Expansion

- Customer acquisition and lifetime value
- Customer profitability analysis
- Wallet share and relationship depth
- Product penetration and portfolio expansion
- Cross-selling and up-selling strategies
- Customer retention and churn management
- Relationship management and customer-value optimization

PRACTICAL APPLICATION

Develop a customer-segment growth strategy focused on acquisition, retention, and wallet-share expansion

DAY 03

Product, Pricing & Channel Growth Strategies

- Product portfolio analysis and growth potential
- Product profitability and contribution analysis
- Pricing strategy and revenue optimization
- Customer-based pricing and value-based pricing considerations
- Branch performance and distribution optimization
- Digital channels and digital customer acquisition
- Partnerships, ecosystems, and alternative distribution models

DAY 03 — CONTINUED

> **PRACTICAL APPLICATION**
>
> Design a product, pricing, and channel strategy to improve revenue and profitability

DAY 04

Market Share Expansion & Commercial Performance

- Market-share measurement and competitive benchmarking
- Identifying market-share gaps and growth opportunities
- Segment-level market-share strategies
- Competitor analysis and differentiation
- Sales productivity and relationship-manager performance
- Commercial performance dashboards and key performance indicators
- Revenue forecasting and growth target setting

> **PRACTICAL APPLICATION**
>
> Develop a market-share expansion plan for a selected banking segment

DAY 05

Strategic Revenue Growth & Sustainable Banking Performance

- Building an integrated banking growth strategy
- Prioritizing growth initiatives and allocating commercial resources
- Linking revenue growth with profitability and customer value
- Managing growth risks, credit considerations, and regulatory constraints
- Strategic execution and accountability
- Monitoring revenue, market share, profitability, and customer performance
- Continuous improvement and growth strategy optimization

DAY 05 — CONTINUED

> **FINAL WORKSHOP**
>
> Develop a comprehensive Revenue Growth & Market Share Management strategy covering market analysis, customer segmentation, growth opportunities, acquisition and retention, wallet-share expansion, product penetration, pricing, channels, competitive positioning, market-share targets, revenue KPIs, profitability, risk considerations, strategic initiatives, execution responsibilities, and performance monitoring.

Register or Request More Information

Course page: https://quest-training.com/courses/revenue-growth-market-share-management-for-banks
Website: https://quest-training.com
Email: info@quest-training.com
Phone: +905016771440