

TOOLS AND TECHNIQUES FOR **DEPOSIT** **MOBILIZATION** IN BRANCHES



FEE:
PKR
10,000
(Excluding Sales tax)

06 MAY, 2026 | 9:30 AM TO 1:30 PM | ONLINE TRAINING

COURSE OVERVIEW

This course is specially designed for Branch Managers, Operation Managers, Relationship Managers, Business Officers, Account Opening Officers, Tellers and Remittance Officers keeping in view the business development i.e attraction of the deposits. This training will impart knowledge and build capacity of the participants ultimately resulting in business development.

COURSE CONTENTS

- ◆ Major Types of Deposit Mobilization
- ◆ Cost of Deposit Mobilization
- ◆ Importance of Deposit Mobilization
- ◆ The Effects of Poor Deposit Mobilization
- ◆ Factors Affecting Deposit Mobilization
 - ◇ Internal Factors
 - ◇ External Factors
- ◆ Strategies for Business Development
 - ◇ Initiation of Fresh Relationship
 - ◇ Offering of Multiple Facilities
 - ◇ Competitive Advantage of the Bank
 - ◇ Brand Name
 - ◇ Planning & Strategies to Fetch New/Old Business/Deposit
 - ◇ Multi-mix of Customers
 - ◇ Management's Mindset
 - ◇ Core Sectors-Import, Export, Advances-SMEs-Corporate Clients Giants-Institutions, etc.
 - ◇ Staff Development and Training, Specifically –BDOs-RMs,BMs
 - ◇ Focus on Customer Needs
 - ◇ Industrial Analysis
 - ◇ SWOT Analysis
 - ◇ Foreign Exchange Reserves
 - ◇ Spending/ Saving Habits of Community Around
 - ◇ Geographical Importance
 - ◇ FOUR Ps: Product-Price-Place-Promotion

- ◇ Competition Among Peers
- ◇ Retention of Deposit: Follow ups – Service Delivery
- ◇ Multi-sector segments of banking services - Islamic, Microfinance, Conventional, Agricultural Needs etc.
- ◇ Branch Profitability Matrix
- ◇ Management Rewards/Incentives
- ◆ Create online apps for Customers
- ◆ Improve Customer Services

TARGET AUDIENCE

- ◆ Branch Managers / Operation Managers
- ◆ Business Development Officers & Executives
- ◆ Management Trainees
- ◆ Relationship Managers

FACILITATOR

Naveed Elahi Malik

Mr. Naveed Elahi Malik is a Senior Commercial Banker with proven track record in turning around projects, well organized, professionally centered, high energy and passionate for goal achievement and team organizer. He has 45+ years of consistent and rewarding banking career in leading banks also served with National Accountability Bureau (NAB) as Head of Financial Crimes and Investigation wing. He has also served Sindh Bank as Divisional Head Compliance, Vigilance and Fraud Risk Management, served NIB Bank as Head of Fraud Risk Management and Group Head Compliance, Head of Complaints and Resolution, Head of Internal Audit at PICIC Commercial Bank and Head of Branch Operations at Allied Bank Limited. He is a Certified trainer from International Finance Corporation (IFC).

Training Manager: Farah Khan
021-35 277 535 | farah.khan@nibaf.org.pk

