Trade Finance

Introduction to Trade Finance Sales

Author: Michael Mckenzie

GET STARTED

Level 1

Duration 3 learning hours

Language English

Price US$150

Credits 3

Credits category Meeting Client Needs

Course code TF 101-3

Target audience

General practitioners working in banks, corporates, or financial institutions in functions such as Relationship Management, Credit, Compliance, etc. but with an interest in trade finance.

Course objectives

This course provides a general overview of the practices and processes necessary to be an effective and productive trade finance sales person.

Upon completion, you will have a basic understanding of the key steps to identify, select and prioritize customers and sales opportunities within an assigned sales territory and how to prepare for and conduct a successful sales call.

Additionally, you will learn to deal with the particular complexities of selling and delivering trade finance and the importance of aligning internal sales partners and stakeholders to the customer opportunity and managing a deal team.

Most importantly, a case study will go over how a disciplined and structured sales process leads to optimal results.

Course outline

Lesson 1	Relationship Between Trade and Trade Finance
Lesson 1	Organizational Framework for Trade Sales
Lesson 2	Target markets
Lesson 3	Sales structure
Lesson 4	Sales territory or playing field
Lesson 5	Trade Products offered by Institution
Lesson 6	Trade Product Knowledge and Trade Sales
Lesson 7	Territory management & Opportunity Identification
Lesson 8	Deal Management
Lesson 9	Retaining and growing the customer relationship
Lesson 10	Assessment

Assessment

This eLearning course will include a self-assessment tool to help you prepare for the Global Trade Certificate (GTC) Final Examination if you choose to obtain this Certificate. The passing grade for the Final Examination is set at 70%.

What is an ICC Academy online course?

ICC Academy courses are delivered via our Learning Management System (LMS) using innovative tools for combining digital learning with industry-centric community discussions.

Our courses are available for purchase individually or as pre-designed packages (ie: Certificates) and are delivered exclusively online. They include videos, animations, case studies, and a self-assessment section and are available to take at any time—anywhere in the world.

Michael Mckenzie

Senior Partner, ansrsource

Michael McKenzie has over 30 years of experience in international banking and financial services sales. He retired from JP Morgan in 2014 after 18 years with the firm. He recently joined ansrsource, a learning design company, as a senior partner. In the course of his career, Mr. McKenzie has held positions that included:

- Global Head of Network Trade
- Regional Head of Latin America for Treasury andt Securities Services
- Global Head of Trade Sale

His expertise incorporates:

- Global sales management including the development of sales strategy, resource allocation and compensation plans; the recruitment, retention and development of sales and support personnel, and the leadership of multi-product cross-regional client planning and sales teams.
- Client engagement with extensive experience advising mid & large cap companies across a variety of industry segments on international trade, cash and liquidity management with a focus on working capital maximization and risk mitigation.

Mr McKenzie has served numerous terms on the board of the Banker's Association for Finance and Trade (BAFT) and he was the organization's President and Board Chair in 2000-2001.