

Developing Sales Lending Skill

Sales Lending Skill training is a training program designed for staff working for lending area in financial institutions. They can be from consumer and corporate division such as Account Officer, Business Development, and Relationship Manager.

By having this sales lending skill, the staff can be enhanced with better skills and knowledge and equipped with the best practices in sales lending job.

Trainer: Kurnia Hadi, GRCP, GRCA, cRBIA, CPMP

WAKTU PELAKSANAAN

24 - 25 Mei 2027

09:00 - 17:00 WIB

TEMPAT PELATIHAN

Location: By Zoom

Harga

Group Price: Rp 5.350.000
Full Fare: Rp 5.950.000

**) Harga di atas tidak dikenakan PPN 11%, sudah termasuk makan siang, snack, sertifikat, dan modul.*

Objective

What expected from participants after training:

1. Understand the best practices and applied sales lending skill
2. Be able to see opportunities to sell products and services to prospected customers
3. Learn how the selling process is working and finally deal closed

Outline

Day One

1. 08.30 – 10.30 Sales Culture
2. 10.30 – 10.45 Coffee break
3. 10.45 – 12.00 Sales Lending
4. 12.00 – 13.00 Lunch
5. 13.00 – 14.00 Proses Nasabah Membeli Produk/Jasa
6. 14.00 – 14.30 Video Movie/Role Play
7. 14.30 – 14.45 Coffee break
8. 14.45 – 16.00 Selling Harder vs Selling Smarter
9. 16.00 – 16.30 Video Movie/Role Play

Day Two

1. 08.30 – 10.00 How To Create Sales Leads
2. 10.00 – 10.15 Coffee break
3. 10.15 – 12.00 Case study
4. 12.00 – 13.00 Lunch
5. 13.00 – 15.00 Client Relationship Management
6. 14.30 – 14.45 Coffee break
7. 14.45 – 16.30 Role Play

Methods Used

1. Workshop
2. Case Study
3. Group discussion
4. Role play
5. Video Movie

Instruktur Pelatihan

Kurnia Hadi, GRCP, GRCA, cRBIA, CPMP

Kurnia Hadi seorang profesional trainer yang pernah berkarir di 3 bank multinasional yakni, Korea Exchange Bank Danamon, Indonesia Dai-Ichi Kangyo Bank, dan HSBC selama lebih dari 20 tahun. Latar pendidikan beliau manajemen keuangan dari Universitas Indonesia.

Beliau menjadi trainer profesional sejak tahun 2012 dan sejak itu telah memberikan pelatihan kepada lebih dari 100 perusahaan. Bidang keahliannya antara lain retail banking and wealth management, trade & finance, sales & marketing, risk management, compliance, anti money laundering, quality assurance, dan micro banking.

Kurnia Hadi menyandang sertifikat internasional dalam bidang manajemen risiko dan kepatuhan yang dikeluarkan oleh Open Compliance and Ethics Group (OCEG), sebuah lembaga global asal Amerika Serikat yang berfokus pada peningkatan governance, risk management, dan compliance. Beliau sekaligus mendapat lisensi dari OCEG untuk menyelenggarakan pelatihan dan sertifikasi Governance Risk Compliance Professional (GRCP) dan Governance Risk Compliance Auditor (GRCA) di Indonesia.

Di level internasional, beliau pernah menjadi pembicara dalam berbagai konferensi. Salah satunya dalam konferensi internasional “Commodity Trade and Finance World Asia” pada tahun 2012 di Singapura.IMB Niaga, Bank Sahabat Sampoerna, Bank BTPN, Bank UOB Indonesia, BNI Life, Asia Finance, Sun Life Indonesia Services, Trihamas Finance, FIF Group, Maybank Kim Eng Securities, Mandiri Sekuritas, Astrido Pacific Finance, Intensif Multi Finance, PT Pos Indonesia, ndonesia Power, Mitra Energi Prima, Kalbe Internasional, Asahimas Chemical, Loreal Manufacturing Indonesia, KPEI, Telkomsigma, dll.

Kurnia Hadi aktif menulis buku, beberapa bukunya yang telah diterbitkan antara lain: Menjaring Dolar Ala UKM (2016).Handbook: Anti Pencucian Uang dan Pencegahan Pendanaan Terorisme (2017).

Daftar klien yang pernah ditanganinya antara lain Bank Indonesia, Kementerian Keuangan RI, Bank Mandiri, Bank BTN, Bank BRI, Bank BNI, Bank Maybank Indonesia, Bank Woori, Bank C.

CONTACT US

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