

# **Developing a Winning Cash Management Business**

## ***Comments from past participants***

*“The seminar has presented me with a clear picture of what cash management business is about. The facilitator was clear and systematic in his presentation and gave sufficient interaction between the participants and facilitator.”*

– Ms. Chan Su Sin, Hong Leong Bank Berhad, Malaysia.  
[Class of July 2005]

*“It was a good seminar which I gained much knowledge and I will fully recommend my colleagues to attend. I affirm that the course material as well as the delivery was excellent. I found the seminar interesting and useful. This is a good programme for all top Finance Directors, CFOs etc.”*

– Mr. M. Preethi Jayawardena. CIC Ltd, Sri Lanka.  
[Class of July 2005]

*“The seminar gave me a better insight and various new perspectives on Cash Management Business.”*

– Mr. Pakhurrrazi Mohd Taib, Hong Leong Bank, Malaysia.  
[Class of July 2005]

*“Best thing about this “Winning Cash Management Business” seminar? It’s focused on what an Asian/local Bank needs to do right, like capitalizing on our network and local knowledge to land deals with local corporate or partner with the big international cash management players.”*

– Ms. Myrianne Joan L. Gonzales, Equitable PCI Bank, Philippines.  
[Class of November 2005]

*“I would recommend PI ETA to my colleagues as I found the manner in which the seminar was conducted very beneficial in its interactiveness. Not only do you learn from the course material, but most importantly from the frequent dialogues with the course facilitators throughout the duration of the seminar.”*

– Adhha’ Amir Bin Tan Sri Abdullah, C.I.M.B., Malaysia.  
[Class of November 2005]

# PI ETA CONSULTING COMPANY

**SEMINAR CODE: PCM01**

*“Overall the seminar was good. It gave me a better insight as to how to handle pricing strategies for different client segments. The facilitator was clear in his presentation and there was continuous interaction with each and every participant throughout the course, which helped us to iron out any issues that we had in the product areas of Cash Management.”*

– Ms. Camy Somasunderam, National Development Bank PLC, Sri Lanka.  
[Class of June 2008]

*“The seminar is very useful and the facilitator Mr. Adam has a lot of experience to share. And he allowed us to ask anything about cash management in order to bring back to my company.”*

– Mr. Achmad Dwi Putra, PT Bank Rakyat Indonesia (Persero) Tbk, Indonesia.  
[Class of March 2016]

## ***Highlights***

- Understanding the corporate treasurer’s needs
- Case studies of various cash management solutions adopted by corporate treasurers of MNCs around the world
- Going beyond traditional clearing and transaction services
- Advising and projecting working capital needs of your customers
- Understanding various cash management models
- Key success factors in preparing a Cash Management Proposal
- Customer Segmentation
- Cash Management Solutions – design and considerations
- Pricing Considerations
- Overview of US and UK clearing systems
- What is CLS?
- Usage of IBAN
- How Check 21 works?

**Seminar Facilitator**  
**Mr. Adam K. K. Wong, B.Acc, FCPA, Certified Professional Trainer**

**Seminar Duration**  
**2 Days, 9:00am to 5:00pm**

# PI ETA CONSULTING COMPANY

SEMINAR CODE: PCM01

## Seminar Background

Cash management has gone beyond clearing and transmission services. In this competitive era, solutions must be placed at the centre of client relationships, making the broadest range available through the most accessible and familiar interface. For treasuries today, another revolution has occurred as the Internet fundamentally changed the way CFOs and treasurers look at their business.

Can banks claim to have provided complete cash management solution if the issue of working capital needs has not been addressed? This requires the application of cash flow financing solutions to facilitate transactions and minimise a company's exposure via more efficient cash flows.

To build winning cash management solutions, banks must know and understand the needs of corporate treasurers, practices adopted by global treasuries of MNCs and how they prepare for RFPs.

## Seminar Content

- **Understanding the Needs of Corporate Treasurers**
  - Ideal corporate treasury functionalities
  - Understanding key treasury functions and concerns
- **Cash Management Models**
  - Review of various cash management models adopted by MNCs
  - Consideration for implementation
- **Cash Management – A banker's perspective**
- **Winning Cash Management Mandates**
  - Understanding why companies change their cash management bank
  - Leveraging on bank's strength in winning mandates
  - How do corporates prepare for the RFP process
  - Preparing a winning proposal
- **Selling Cash Management Services**
  - Key Process in selling services
  - Uncovering needs
  - Overcoming objections
- **Cash Management Solutions**
  - Delivery platforms
  - Liquidity management solutions
  - Working capital solutions
  - Payment solutions
  - Collection solutions

- **Pricing Dynamics**
  - Pricing dynamics of various cash management products from the customer and bank's perspective
- **Projecting A Company's Liquidity Needs**
  - Understanding working capital
  - Projecting working capital requirements
  - Issues in funding working capital
- **Cash Flow Financing Solutions**
- **World's Best Provider of Cash Management Solutions**
- **Customer Segmentation**
  - Moving from a one size fit all products
  - In depth understanding of customer needs through segmentation
- **Moving Beyond Traditional Cash Management**
  - Emerging trends from top players in the field
- **Check 21 & Fraud Trend**
  - Workings of Check 21
  - Benefits of Check 21
  - Check losses statistics relating to Check 21
- **Overview of clearing systems**
  - CHIPS
  - CHAPS
  - National clearing systems of selected countries
- **Continuous Link Settlement (CLS)**
  - Overview of CLS
- **International Bank Account Number (IBAN)**
- **Case Studies**
  - Coca-Cola
  - Dumex
  - Philips
  - And other MNCs

# PI ETA CONSULTING COMPANY

SEMINAR CODE: PCM01

## Benefits of Attendance

Participants will gain an insight into the views of corporate cash management requirements from the customers' perspective, explore ways to segment the market and understand solutions provided by various banks to meet the needs of corporate treasurers.

We will also share some of the key factors in successfully responding to RFPs.

## Who should attend?

- Senior Bankers who need to cross sell cash management products
- Senior Bankers who need to start a new cash management business
- Senior Bankers who need to evaluate the feasibility of a new cash management business

## Seminar Facilitator

**Mr. Adam K. K. Wong** is a Business Domain Expert Facilitator with PI ETA Consulting Company. He is also an adjudicator of the Financial Industry Disputes Resolution Centre in Singapore.

Prior to his current appointments, he was a General Manager with Standard Chartered Bank and other international banks with 22 years of successful track record in Cash Management, eCommerce, Corporate Banking and Trade Finance and Small & Medium Enterprises.

Having strong strategic orientation and regional exposure in South East Asia and Hong Kong, he is credited with significantly growing global banks' SME assets by 450% and net profit by 140% over a 3-year period in Singapore. He also started a new cash management business for a leading bank in Asia and grew it to a USD35 billion business annually.

Mr. Wong graduated in Accountancy and is a Fellow Certified Public Accountant. He is also a Certified Credit Risk Management Professional and a Certified Professional Trainer.

Mr. Wong has contributed actively to the development and training of professionals in the financial services sector for the past 17 years by sharing his expertise regularly through The Institute of Banking and Finance, Singapore and various other organizations in Malaysia and Indonesia.

He has also conducted programmes in the area of banking and finance for Australian and local universities.

**For more information, please contact PI ETA Engagement Resource (PEER) Group at**  
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: [marketing@pi-eta.com](mailto:marketing@pi-eta.com) | Website: [www.pi-eta.com](http://www.pi-eta.com)