

PI ETA CONSULTING COMPANY

Developing a Winning Cash Management

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OUTLINE FOR DEVELOPING A WINNING CASH MANAGEMENT BUSINESS PROGRAM, A 2-DAY PROGRAM

- **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

For more information, please contact PI ETA Engagement Resource (PEER) Group at
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PROGRAM FACILITATOR

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

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.