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Company

**NEW IN-HOUSE TRAINING COURSE**

# Cash Management: What Does the Treasurer Want?

## Selling to the Corporate Treasurer

This newly-launched course from *gtnews* has been created to give sales teams a better understanding of the buying habits of the corporate treasurer, and hence to allow them to be more effective in their sales role. This is NOT a sales skills course but rather an in-depth insight into the buying habits and motivations of the corporate treasurer. By looking at the sales cycle, we will take you through the RFP process and how best to succeed.

Delivered by knowledgeable *gtnews* tutors, who are all active consultants in their own right, we will be able to share real life case studies and practical examples from the corporate treasury world with your team. The course itself has been developed based on research into a variety of global corporate treasuries.

This course is designed to be delivered as an in-house tailored course. We will work with you and your team to ensure that we identify your unique competitive position in the market and how best to leverage it in the sales process.

### **APPROACH**

The course has been designed to be delivered as a one-day interactive workshop to examine all the major elements of the sales process including the RFP process. Working closely with your sales team, we will engage them in the training process through group discussion, practical examples and role-playing exercises to ensure real team engagement and participation.

Each course delivered will be tailored to your unique training requirements. However, I am attaching a course outline to illustrate the proposed format of this powerful and effective sales training day.



### COURSE OUTLINE

- The sales cycle – what are the critical points?
- Targeting the key decision makers in treasury departments.
- How does the corporate prepare an RFP/RFI? – case study examples.
- What makes a good/bad proposal?
- Dos and don'ts of proposal writing – 'the seven deadly sins' – group exercise.
- Competitive positioning.
- Beauty parade: what is the purpose, what works and what doesn't?
- Back office tour: what is it for? And what can go wrong!

This course has been designed to deliver real and meaningful results and show some immediate ROI to your training investment. For more information on how we can work with you, please get in touch and I will arrange a free consultation call with one of our tutors.

This is just one of many in-house training courses designed and created by *gtnews*. Please see the attached calendar for a full list of the public courses, or click [here](#), all of which can be delivered as in-house solutions. In particular, other in-house courses focus on Supply Chain Management and Trade Finance sales.

### COURSE TUTOR

**David Kelin** started his career with Citi and held senior roles at Bank of America and Lloyds Bank before moving into corporate treasury. He then became a consultant and trainer, in which role he has worked with many hundreds of corporate treasuries and banks. Today he is a partner at Zanders UK LLP and specialises in providing advice on cash management and treasury issues. David holds a BSc (mgmt), Business Studies and Marketing, from Trinity College, Dublin.



### GTNEWS TRAINING

*gtnews.com* is the world's largest network of corporate treasury professionals. With more than 50,000 registered readers and a library of over 3,000 articles, white papers and research reports, as well as regular newsletters, online seminars and discussion groups, it is an unrivalled resource for treasury practitioners and those who do business with them.

As a training provider, *gtnews* extends this knowledge through our training courses to delegates from across the globe. Knowledgeable course tutors deliver lively, interactive training programmes, incorporating case studies and real life examples of best practice. This invaluable insight from the 'coal face' of corporate treasury ensures that delegates leave better prepared to add value to their organisations - whether they are corporations, banks or technology vendors.

### CONTACT

To find out more about the above course and how we can work with you and your team, please do contact me, **Mary Ellen Saunders**, [msaunders@afponline.org](mailto:msaunders@afponline.org) or call +1 301 961 8839.

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