

**TREASURY MANAGEMENT IN
BANKING SERIES**

What Treasurers Want to Hear from Their Banks

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**COURSE LENGTH**

Two 2-Hour Virtual Sessions or
One Half-Day In Person

DESCRIPTION

What is it that Treasurers want to hear from banks? This is a great question and one that varies from company-to-company, industry-to-industry, treasurer-to-treasurer, or treasury team-to-treasury team. This is an age-old question that baffles many bankers who feel they have put together the perfect pitch book only to see the meeting not go as planned.

The course objective is to give bankers a view into the things that most Corporate Treasurers expect to hear from banks, how to approach building a relationship and how to succeed in gaining a seat at the Treasurer strategic banking table. It will also touch on understanding the role of the Treasurer and how to approach making that first important contact as you build a long-term relationship.

LEARNING OBJECTIVES

- Understand the roles and responsibilities of the key players in Treasury
- Learn how to properly prepare for a meeting with a Treasury Team
- Gain the skills to become a trusted partner to your assigned Treasury relationships
- Understand the constraints of a Treasury team and how to best dovetail your proposals to meet identified needs

AGENDA

- An Overview of the Treasurer's Role
 - Areas that require decision daily
 - Executive Support
- Core Focus of a Treasury Team
 - Treasury Departments are the custodians of cash, core functions include:
 - Liquidity Management
 - Cash Management
 - Risk Management
 - Technology, Compliance & Relationship Management
 - Debt & Capital Financing Markets

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- How do you get the attention of the Treasurer or the Treasury Team
 - Relationship Building
 - Coverage
- Connect with the Treasurer
 - Preparing for your meeting
 - Do your due diligence
- What do Treasurers want from a Bank
 - Effective Listening Model
 - Focus on real solutions
 - Be Objective
- It's all about Building a Relationship
 - Don't be afraid of overtime or over time
 - Target your Communication
 - Understand the share of wallet
- Case Studies
- The Holy Grail: How do you Become a Trusted Advisor
 - Equitable Treatment
 - Listen to Understand Pain Points
- How to Gain a Seat at the Treasurer's Table