



MARKETING OF FOREIGN TRADE PRODUCTS

- Fundamental strategies in customer focused sale
- Proactive approach
- Detection of customer's asset conversion cycle
- Determination of customer's need
- Examination of customer's business projections
- Foreign trade products
 - Cash against goods
 - Cash against documents
 - Sight letter of credit (L/C)
 - term letter of credit (L/C)
 - L/C discounting
 - Postfinance
 - FX Loans
 - Eximbank loans
 - Counter guarantee
 - Factoring
 - Forfaiting
- Risks of foreign trade products
- Risk reducing tools
- Making profit by foreign trade products
- Treasury products
 - Forward
 - Futures
 - Options
 - Swap

- Objections from customer and the ways to cope with objections
- Closing of sale

Duration : 2 days