

Intermediate Cash Management : Mastering Cash Management Sales Techniques to Win Deals & Grow Business

Special focus on acquiring ecosystems and new-to-bank clients through unique "consultative" sales methods across various business segments

The one & only, sharing experiences with practical knowledge, multiple case studies and real-life roleplays!

15 - 16 April 2026



Ashley Tanah Abang Jakarta



08.00 - 17.00 WIB



Who can gain enormous insight, knowledge, best practice, use cases and technical skill from the training :
Cash Management Sales, Cash Management Account Management & Client Service, Cash Management Product & Implementation, Relationship Manager (Funding & Lending) Corporate, Commercial & SME Segments

Investment fee : IDR 12 mio (exclude PPN)
Including 2 days comprehensive training, hard & soft copy of training material & certificate and multiple case studies. Investment fee is not including transportation & accommodation.

Since 2015, Alta Perfecto has been trusted by these companies



Take part of this **comprehensive and yet straightforward training session** lead by a qualified Transaction Banker with many years of Cash Management experiences in global, regional and local banks throughout Asia Pacific and Indonesia. Best practices and real-life experiences are presented and delivered to the audience with special focus on **"consultative selling"** to clients across various business segmentation and industries:

- **Understanding Cash Management** from both a client and bank's perspective
- **CASA** as main objective to perform and execute **"consultative selling"**
- **Grow sales pipelines by client segmentation and various industries for existing and new-to-bank clients**
- **Asking the right questions** to clients for Cash Management needs and how to **"glue"** solutions
- **Ecosystems** as part of a solid business initiative
- Other business initiatives

Other topics include:

- The **history and evolution** of Cash Management in Indonesia
- Cash Management **organization structures** in multiple banks
- **Risk mitigation** under Cash Management
- Transaction Banking team's roles

Day 1

"This training session includes progressive discussions with plenty Q&A session and it is best described by delivering case studies and numerous role plays from real-life experiences."

- The history and evolution of Cash Management in Indonesia
 - Product evolution through decades
 - Changes in client behaviors
 - Impact of digital banking and Fintech
 - ➔ **GROUP DISCUSSION**
 - Cash Management organization structures
 - Ideal Cash Management organization structure
 - ➔ **GROUP DISCUSSION**
 - What is Cash Management?
 - Understanding Cash Management from a client and bank's point of view
 - Risk mitigation
 - Role of a Cash Management team in the bank
 - ➔ **GROUP DISCUSSION**
 - Your role in the Cash Management team
 - Sales
 - Product
 - Service Delivery
 - Business Development
 - ➔ **GROUP DISCUSSION**
 - Quick Cash Management product overview
 - Receivables-, liquidity-, payables Management, digital channels
 - Champion Product
 - Cross Directorate Products
 - ➔ **ASSIGNMENT**
 - ➔ **CASE STUDY**
 - ➔ **GROUP DISCUSSION**
- END OF DAY 1**

Day 2

- Use CASA target as main strategy to grow existing clients' wallet sizes and obtain new-to-bank clients
 - CASA MAP
 - Differences between CA and SA
 - Build sales pipelines by client segmentation and industries
 - Internal support required
 - Ideal use of ONE Dashboard
 - ➔ **GROUP DISCUSSION**
 - ➔ **CASE STUDY**
- Win Cash Management deals
 - Think as a client
 - To do and don'ts during sales visits
 - Responding to clients' RFPs
 - ➔ **CASE STUDIES**
 - ➔ **ROLE PLAYS**
 - ➔ **GROUP DISCUSSION**
- Enforce ecosystems | value chain propositions as target markets
 - Value chain
 - ➔ **CASE STUDIES**
 - ➔ **ROLE PLAYS**
 - ➔ **GROUP DISCUSSION**
- Embed simple sales techniques
 - Tier pricing
 - Cross directorate product bundling
 - Product bundling by industry
 - Clearing bank
 - Hunt in the zoo
 - Expand sales target market
 - Target sales by industry
 - Target multinational companies
 - Cross directorate sales
 - Marketing & client events
 - ➔ **GROUP DISCUSSION**
- Summary

END OF TRAINING

