

Masterclass Public Training

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: Practice, use cases and technical shift into the Account Account Cash Management Product Cash Management Product Management & Client Service, Casah Management Product Management & Client Service, Casan Management Product
Management & Client Service, Casan Manager (Funding & Manager (Funding) & Relationship & SME Segments
Management & Commercial & SME Segments
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

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

- 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-
- 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
- Cash Management organization structures in multiple banks
- Risk mitigation under Cash Management
- Transaction Banking team's roles

Since 2015, Alta Perfecto has been trusted by these companies CIMB NIAGA























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Indonesia (



























Lembaga Pembiayaan Ekspor Indonesia (LPEI)

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



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
 - o Changes in client behaviors
 - o 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
 - o Risk mitigation
 - Role of a Cash Management team in the bank
 - **⇒** GROUP DISCUSSION
- Your role in the Cash Management team
 - Sales
 - o Product
 - Service Delivery
 - o 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
 - o Internal support required
 - o Ideal use of ONE Dashboard
 - **⇒** GROUP DISCUSSION
 - **⇒** CASE STUDY
- Win Cash Management deals
 - o Think as a client
 - o To do and don'ts during sales visits
 - o 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
 - o Tier pricing
 - o Cross directorate product bundling
 - Product bundling by industry
 - o Clearing bank
 - o Hunt in the zoo
 - Expand sales target market
 - Target sales by industry
 - Target multinational companies
 - o Cross directorate sales
 - Marketing & client events
 - **⇒** GROUP DISCUSSION
- Summary

END OF TRAINING

Intermediate Cash Management: Mastering **Cash Management Sales Techniques to Win**

Deals & Grow Business

Meet Your Subject Matter Expert





W. Adji Wibowo has more than 24+ years of Transaction Banking experiences. His passion to mentor people has made him put aside his latest function as a Senior Advisor to the Chief Executive Officers of Panin Bank and JTrust Bank where he played an important role in determining the banks' strategies, which included Funding Growth (CASA), Transaction Banking and Financial Reporting.

& Lead Trainer

Preceding these proles, W. Adji Wibowo was the Asia Pacific Regional Head of Transaction Banking for CIMB Group and Country Head of Transaction Banking with Deutsche Bank, CIMB Niaga and Standard Chartered Bank in Indonesia. He took full responsibility of the Cash Management, Trade Finance and Custody franchise businesses. His experiences also extended to the initial setup of Cash Management in Thailand, Singapore, Malaysia, Vietnam and South Korea. Additional career experiences included his position as Independent Commissioner at PT Asuransi Jiwa Advista.

W. Adji Wibowo obtained his Master's Degree in Business Administration in Belgium where he has spent 15 years of his life.

