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## Global Bankers Institute (GBI) Trains China Bankers on Customer Centric Sales and Service in New York

FOR IMMEDIATE RELEASE  
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Global Bankers Institute (GBI) delivered training on Customer Centric Sales and Service to delegates from Baoshang Bank in China. The training was held at Columbia University and delivered by Tom Townsend, senior instructor for GBI.

In partnership with KeyLogic, GBI presented training on developing a Customer Centric Sales and Service Culture to Executives, Managers and Senior Managers from departments throughout Baoshang Bank, including Retail Banking, Corporate Finance, Compliance, Risk, and Treasury and Investments.

Topics covered included: Transactional Banking, Sales and Service, Market-Driven Banking, Marketing Channels, Market Share, Wallet Share, Product Innovation, Market Strategies, Human Capital Performance Improvement (HCPI), Standards and Goals, Customer Relationship Management (CRM), Service Quality, Productivity and Quality, Capacity and Demand, Cross-Selling, Internal Service Quality and Segmentation as well as case studies on key customer centric institutions including USAA, Commerce Bank and ING Direct.

Tom Townsend is a senior executive with demonstrated success in providing leadership and creative solutions in fast-paced, rapidly changing banking environments. Tom has worked at numerous institutions including Sun National Bancorp, Smith Barney Corporate Trust Company and Corestates Financial Corp, in positions and departments such as Executive Vice President, Chief Banking Officer, Chief Financial Officer, Corporate and Strategic Planning, Trust and Investment and Audit.

KeyLogic (<http://www.keylogic.com.cn>) is a leader in the integration of personnel training. The KeyLogic mission is enabling, through systematic personnel training, improving staff and organizational capacity, and assisting the relevant organization leaders to transform strategy into reality.

Baoshang Bank, established in December 1998, is the first joint-stock commercial bank headquartered in Inner Mongolia Autonomous Region. Formerly known as Baotou City Commercial Bank, the Bank changed its name to Baoshang Bank in 2007. The Bank currently has 14 branches in Inner Mongolia region and four other major cities: Beijing, Ningbo, Shenzhen and Chengdu, with a total of 105 outlets and more than 6,000 employees. Baoshang Bank was named in China's Top Ten SME Financial Services Institutions in 2011, along with China Development Bank, CITIC Bank, Everbright Bank, Minsheng Bank, Beijing Bank, Bank of Jiangsu, Nanchang Bank, Fudian Bank, and Xingtai Bank.

### **About Global Bankers Institute**

Global Bankers Institute (GBI) is a Training, Communication and Consulting Firm dedicated to the banking, insurance and financial services community with innovative top-quality solutions that provide measurable business results. With a headquarters in the heart of the financial district in New York at 245 Park Avenue, GBI has locations and representatives around the world. GBI's BEST! Training, Communication and Consulting solutions based on global best practices include Anti-Money Laundering (AML), Bank Secrecy Act (BSA), Branch Management Training, Branch Security Training, Business Development Training, Career Mapping, Cascading Goals, Certification, Children's Programs, Classroom, Coaching, Code of Conduct, Communication Programs, Competency Mapping, Compliance Audit, Consumer Lending Training, Continuity Planning, Corporate Governance, Corporate Culture, Crisis

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Management, Cultural Sensitivity, Customer TouchPoints, DeNovo Banks, Diversity, Documentation, eLearning, Ethics Training, Fraud Prevention and Reporting Training, Gap Analysis, Harassment, Human Capital Performance Improvement (HCPI) Audit, Information Security Training, Key Performance Indicators (KPI), KPI Dashboard, Key Performance Measures (KPM), Leadership Training, Marketing and Advertising, Marketplace Development, Mentoring, OFAC, Onboarding, Organization Structure, Outsourcing, Outward Bound, Platform Sales, Problem Solving, Product Development, Production Standards, Productivity and Quality, Professionalism, Project Management, Quality Assurance, Records Management, Recruitment, Reengineering, Relationship Management, Relationship Selling, Risk Assessment, Sales and Service Training, Security Planning, Seminars, Strategic Planning, Supervisory Skills, Sustainability, Systems Training, Teller Training, TNA, Train-the-Trainer, Training Value Analysis, Wealth Management, Workforce Development and Workplace Safety.

The Global Bankers Institute Pledge:

- GBI will deliver the finest quality programs you have ever used.
- GBI will deliver the most exemplary service you have ever experienced.
- GBI will measure and demonstrate positive return on investment.

The Global Bankers Institute Philosophy:

- A customer-centric approach reflected in every project.
- No surprises - on time, on budget, on point delivery of every solution.
- Communication and collaboration are the basis of our partnership

Our GBI Money Back ROI Guarantee:

- GBI will measure and demonstrate Business Results.
- GBI will meet ROI targets or we refund your fees.
- GBI is proud to introduce this innovative approach to ROI - the first of its kind in our industry.

For more information about Global Bankers Institute, please visit [www.globalbankersinstitute.com](http://www.globalbankersinstitute.com) or contact Dr. Linda Eagle at +1.212.579.5500 x 3106 or [linda.eagle@globalbankersinstitute.com](mailto:linda.eagle@globalbankersinstitute.com).

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