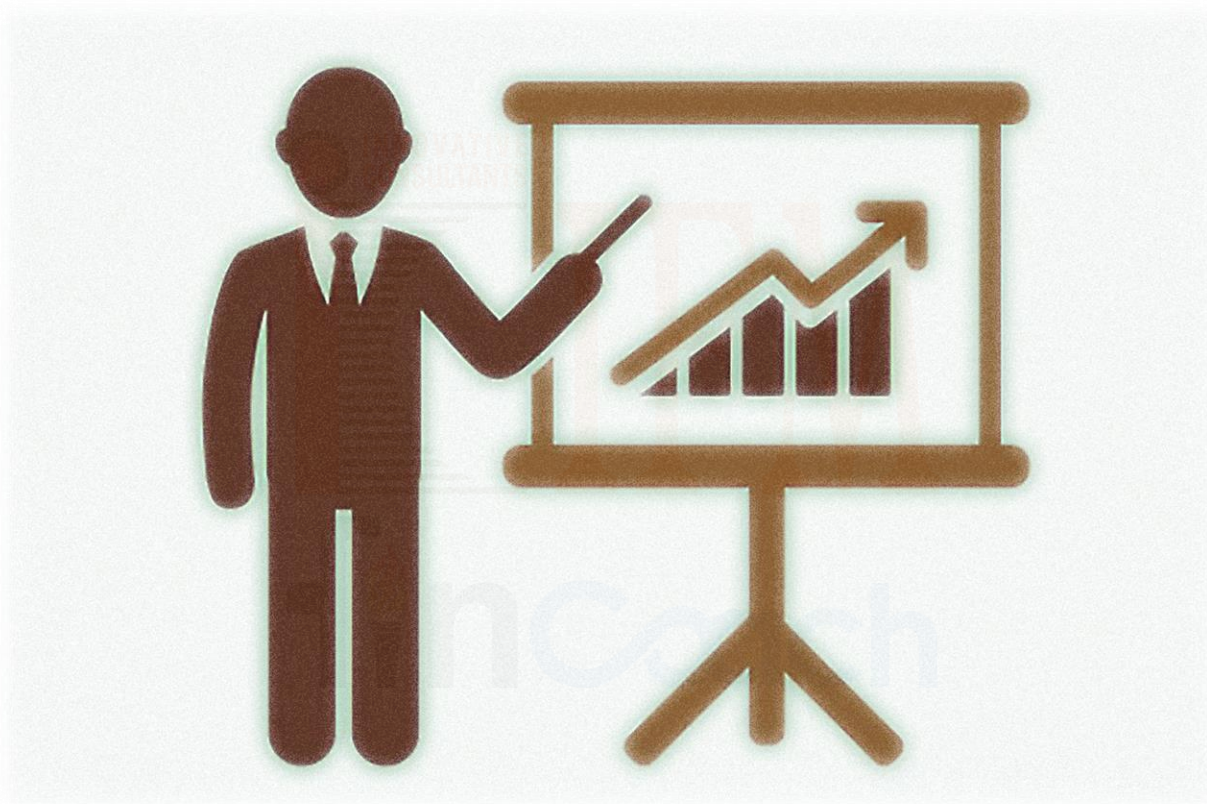


Welcome to
IFM FinCoach



Sales Workbook

Congratulations and Welcome to IFM FinCoach

We, at FinCoach take immense pleasure in welcoming you to the IFM FinCoach family and wish you all the absolute best!

- This workbook will act as your road map during the entire RBB program, to steer your daily learning as per the topics in the workbook.
- This OJT workbook will equip you to practically understand your area of operation by way of observing, checking, and noting the same in your workbook to enhance your field of knowledge and exposure.
- You are required to actively take up each exercise charted in the workbook daily in the spirit to learn new things and to acquire both theoretical and practical knowledge.
- You should complete the exercises for the day in the due course of the day
- This will give you a better understanding of Retail Banking.

LMS

- The eLearning platform which has various courses/assessments related to products and processes.
- You are required to complete all the assessments/modules as required daily.

Happy Learning!

This Workbook Belongs to

Name	
Date of Joining Program	
Name of Program	
Month	
Contact Number	
E-mail	



Welcome to the World of FinCoach!



Activity 1

<u>Define</u>	<u>Details</u>
What is a Current Account?	
What is a Savings Account?	
What is KYC?	
What are Fixed Deposits?	



Activity 2

List out KYC (Know Your Customer) for the following:

- Savings Account
- Current Account
- Non-Resident Account

Activity 3

Familiarize yourself with the Form Filling exercise – Savings Account

Sr. No	Stepwise process to be followed
1	
2	
3	
4	
5	
6	
7	

Familiarize yourself with the Form Filling exercise – Current Account

Sr. No	Stepwise process to be followed
1	
2	
3	
4	
5	
6	
7	

Assume you are to record a Saving Account Customer's observations in terms of the following:

- Customer Profile
- Product Pitched
- Objections
- Resolutions
- CPV

Customer 1

Customer Profile	Product Pitched	Objections	Resolutions	CPV

Customer 2

Customer Profile	Product Pitched	Objections	Resolutions	CPV

Customer 3

Customer Profile	Product Pitched	Objections	Resolutions	CPV

Day 3

Shadow Call (Current Account)

- You need to record atleast 3 Current Account Customer's observations in terms of the following:
 - Customer Profile
 - Product Pitched
 - Objections
 - Resolutions
 - CPV

Customer 1

Customer Profile	Product Pitched	Objections	Resolutions	CPV

Customer 2

Customer Profile	Product Pitched	Objections	Resolutions	CPV

Customer 3

Customer Profile	Product Pitched	Objections	Resolutions	CPV

Day 4

- What documents are required for Account Opening both for Savings Account/Current Account/NR.



Let us sum up the quickest options available to address some customer requests:

Fill in the blanks with “Yes/No” for each request on mobile banking and at Branch: -

Sr. No	Request Type	Mobile Banking	Net Banking	SMS Banking	ATM	IVR	CCC – Officer Assisted	Branch
1	Update – Phone/Mobile		Y (Registration for DAC/Digital Signature mandatory)	N	N	N	N	
2	Update – Email ID		Y (Registration for DAC/Digital Signature mandatory)	N	N	N	N	
3	Update PAN		Y (Registration for DAC/Digital Signature mandatory) – Immediate updation is not available, SR is generated, and CPC updates the same	N	N	N	N	
4	Update change in Address		Y (Registration for DAC/Digital Signature mandatory)	N	N	N	N	
5	Change/Update 15G, 15H details		Y	N	N	N	N	
6	Change/Update SI/ECS (SI setup/cancellation ECS Cancellation only)		Y (Only SI)	N	N	N	N	

Sr · No	Request Type	Mobile Bankin g	Net Banking	SMS Banking	AT M	IVR	CCC – Officer Assisted	Branc h
7	Aadhar Updation		Y (Registratio n for DAC/Digital Signature mandatory and account should be 6 months old)	N	N	Y (Only updation, not seeding)	N	
8	Re/Generate NET BANKING PIN		Y – NETPIN(space)Last 4 digits of Customer Relationship Number	N	Y	Y		
9	Activate/Deactiv ate Alerts		N	N	N	N	Y	
10	Change Home Branch		N	N	N	N	N	
11	Nominee Registration		Y (Only for TD and RD, provided nominee is already registered in CASA)	N	N	N	N	

Sr · No	Request Type	Mobile Bankin g	Net Banking	SMS Banking	AT M	IVR	CCC – Officer Assisted	Branc h
1 2	Stop Physical Statements		Y	Y (SAVE)	N	N	Y	
1 3	Re-KYC of the Customer		Y (Only if Corresponde nt Address Updated through Aadhar OTP)	Y KYCOK (Only if there is no change in address for Individual/Authori zed signatories)	N	N	Y (For Individuals/Authori zed signatories. Only if Risk category = Low)	
1 4	CASA Balance Inquiry		Y	Y BAL(space)Last 4 digits of the Account Number)	Y	Y	Y	
1 5	Transaction Inquiry		Y	Y Last 3 transactions TXN(space)Last 4 digits of the Account Number	Y	Y Last 5 transactio ns	Y	
1 6	Stop Cheque		Y	N	Y	Y	Y	
1 7	Stop Payment Revoke		N	N	N	N	Y	

Sr. No	Request Type	Mobile Banking	Net Banking	SMS Banking	ATM	IVR	CCC – Officer Assisted	Branch
18	Application for a Cheque Book		Y	Y CHQBOOK(space)Last 4 digits of the Account Number	Y	Y	Y	
19	Application for a New Debit card		Y	N	N	Y Replace existing DC only	Y Replace existing DC only	
20	Registration of DC PIN		Y (Online PIN only – DAC Registration Mandatory)	N	N	Y (Online PIN Only)	Y (Physical PIN Only)	
21	Report Lost/Stolen Debit card		Y	N	N	Y	Y	

Sr. No	Request Type	Mobile Banking	Net Banking	SMS Banking	ATM	IVR	CCC – Officer Assisted	Branch
22	Block Debit card		Y	Y DCBLOCK(space)Last 4 digits of Debit Card Number	N	Y	Y	
23	Unblock Debit Card		Y	Y DCUNBLOCK(space)Last 4 digits of the Debit Card Number	N	Y	Y	
24	Registration of Phone Banking PIN		N	Y PHONEPIN(space)Last 4 digits of the Customer Relationship Number (Only Physical PIN)	N	Y (Only Online PIN)	Y (Online & Physical PIN)	
25	TDS Certificate		Y	N	N	N	Y (Email sent to registered Email ID)	
26	Term Deposit Premature Break		Y	N	N	N	N	

Information on POS/QR

- **What is POS? How is it beneficial for merchants?**

POS is the Point of Sale. It is also called EDC (Electronic Data Capture) machine. A POS machine allows merchants to collect payments electronically. There is no need for a merchant to collect cash and deposit it into the bank account subsequently. Through POS, funds can be settled in the merchant bank account directly. It also helps merchants in making sale of large ticket items.

- **What are the features and benefits of POS?**

POS has the following features and benefits:

- Hassle-free and faster payments – funds settlement directly in the merchant account
- Security and reliability through daily transaction reports
- Cost savings on cash handling and depositing
- Lower installation time and on-site merchant training

- **What are the features of QR Code payment?**

QR (Quick Response) code-based payment is a device free, cashless, electronic payment acceptance method for a merchant. It allows all the benefits of cashless payment at a fraction of the cost. However, dependency is on the end consumer using his/her mobile to make the payment.

- **What is Bharat QR?**

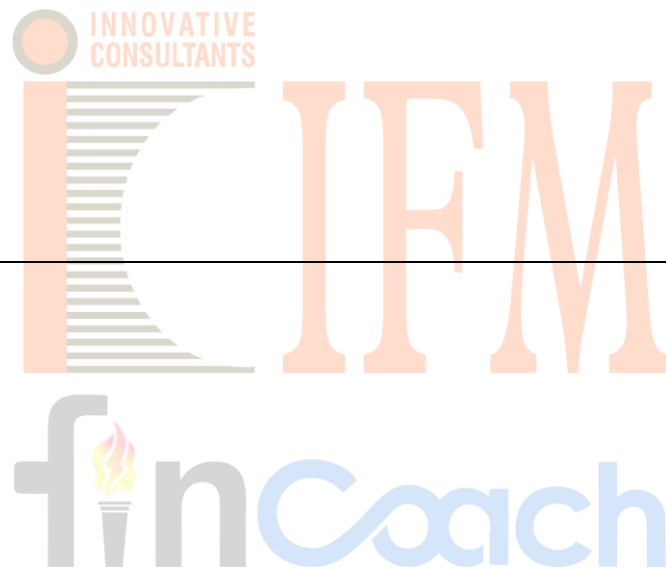
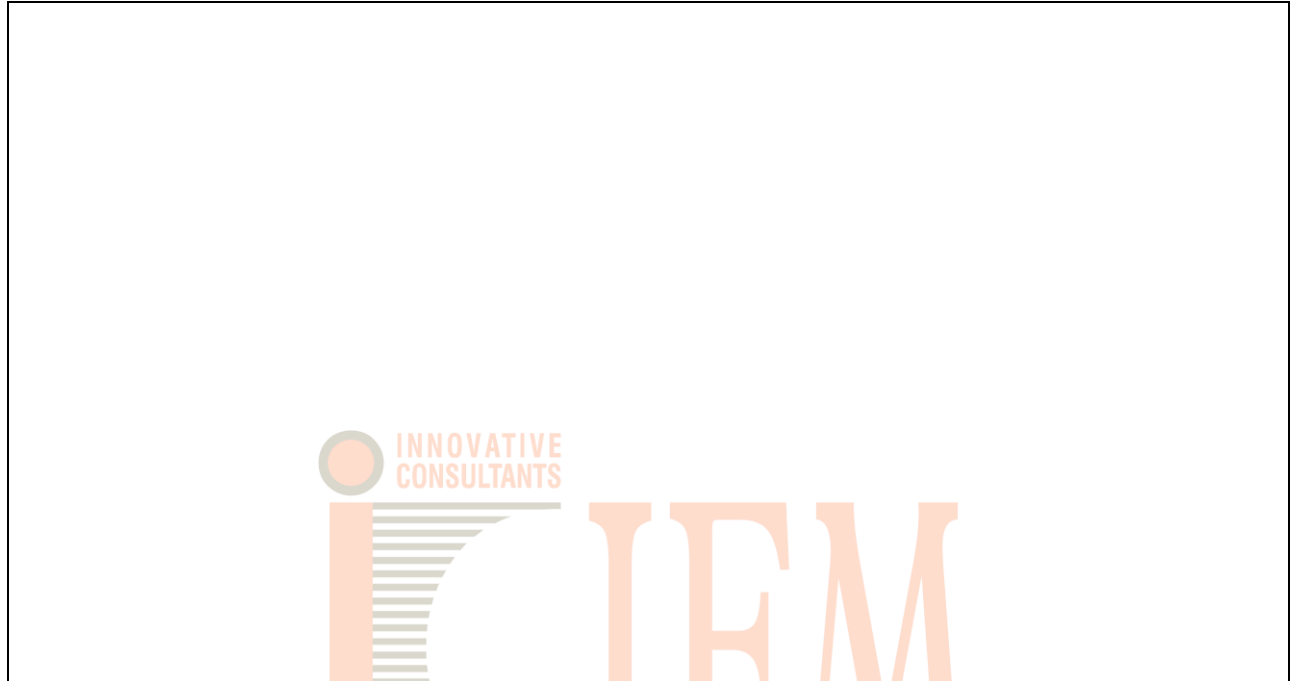
Parameter	POS	QR Code
	Pull payment mechanism from a device owned by the merchant	Pull payment mechanism from a device owned by the customer
Functionality	Supports value added features like DCC, EMI etc	Supports only basic payments
Underwriting	Merchant underwriting required due to chargeback issues	Merchant underwriting is required. Push payment.
Security	Secured yet not fool proof	Less fraud prone due to Push nature, no details sharing

Bharat QR Code is a way of cashless payment using a mobile banking App. In Bharat QR, merchants need not have a physical machine (POS) for accepting payments. Merchant can have a QR custom made for him/her which will be scanned by the consumer for making payments. Upon scanning, the end customer will see the merchant details on the mobile and after inputting the transaction amount, the end customer can press the “Pay” button which will instruct his/her bank to transfer the funds to the merchant’s account.



Sparc Audit

- What is SPARC ?



Mock SalesPitch

Activity

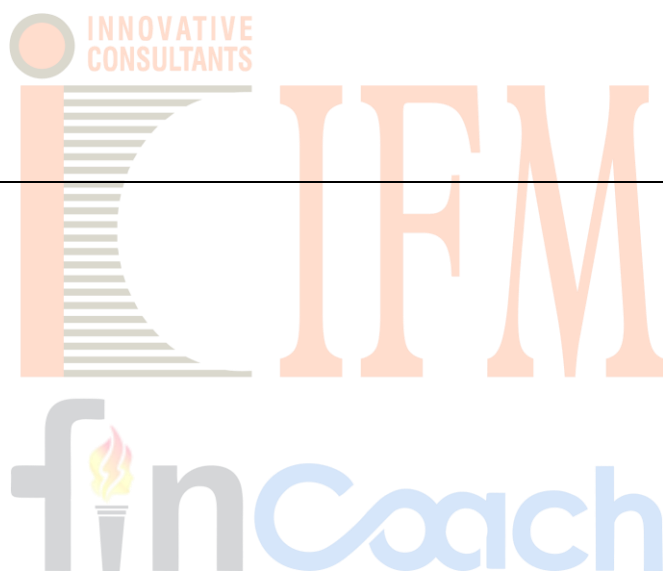
- You need to do a Mock Sales Pitch for Current Account

➤ Write down the key points

A large, faint watermark logo is centered within the box. It features the text "INNOVATIVE CONSULTANTS" in a small, orange, sans-serif font above a large, stylized "i" and "C" in orange and grey, followed by "IFM" in a large, orange, serif font.

➤ You need to do a Mock Sales Pitch for Savings Account

A large, faint watermark logo is centered within the box. It features the text "finCoach" in a blue, sans-serif font, with a small yellow and orange flame icon above the "i".



Savings Account

Savings Account: This account is mostly opened by individuals for savings purposes and as per RBI guidelines the balance in this account will fetch interest as per the Bank's policy.

- **Who can open a Savings Account?**



- **What basic KYC documents are required to open a Savings Account?**



- **Mr. Ramaswamy is a VP with a MNC and has a monthly household income of ₹2.5 lakhs. He maintains more than a lakh in his salary account with ABC bank. He is a frequent flier and uses international ATMs for withdrawals. Which variant of a Savings account will you pitch to him?**

INNOVATIVE
CONSULTANTS

IFM

- **Mr. Sumit is working with L&T as a Manager and has a monthly household income of ₹40 to 50,000. He maintains a balance of 10-25,000 in his existing savings account and frequently used Net Banking for transfers and payments. Which account will you pitch to him?**

finCoach

Trinity account is a 3 in 1 account which is opened for trading purposes. Saving and Demat accounts opened with the Bank and Trading accounts are opened with Securities

- **Why open a 3 in 1 account?**



- **What documents are required to open a 3 in 1 account?**



- **What is Margin Money?**

Senior Citizen Account

Senior Citizen Savings account is specially designed for customers above 55 years of age. The benefits in this account are designed by keeping in mind the requirements of customers who are 55 years+.

- What are features of a Senior Citizen account?



- What documents are required to open a Senior Citizen account?



- What investment instruments can be pitched to open Senior Citizen Accounts?

Minor Account

Minor Savings accounts are specially designed for people below the age of 18 years. The features of this account are designed to inculcate the savings habit among kids along with making them understand the importance of money by providing them with banking experience.

- What are the mandatory requirements for opening a minor account?



- What Financial Investment Instruments can be offered with Minor Accounts?



- What KYC documents are required to open a minor account?

- What is Singularly Operated Minor Saving Account (SOMSA)?



Term Deposits

- **List down the different types of Term Deposits?**

- **What is the penalty for premature closure of Term Deposit?**

- **What KYC documents are required to open FD/TD?**

- What are the tax implications for Foreign Currency Non-Resident Deposit?

- What is DTAA?

INNOVATIVE
CONSULTANTS

IFM

- What is the tax implication for NRO TD?

finCoach

Recurring Deposit

- **Can the first applicant for a Recurring Deposit be a minor?**

- **Is TDS applicable on interest earned on Recurring Deposits?**

- **For what period can you open a Recurring Deposit?**

- Are partial withdrawals allowed in Recurring Deposit?



Tax Deducted at Source (TDS)

- **When is TDS deducted for Term Deposits?**

- **What is the TDS percentage applicable for Savings accounts?**

- **What is the TDS percentage in case PAN is not submitted?**

- What is the TDS percentage in case PAN is submitted?



Form 15G/H

- When do we take Form 15G and Form 15H?

Form 15G	
Form 15H	

- Beyond which limit will the Form 15G/H submitted be considered as Void?

INNOVATIVE CONSULTANTS

IFM

- Can Form 15G/H be collected for NRE Term Deposits

finCoach

Account Opening Documentation & KYC

The updated list of acceptable KYC documents is available on the website for reference while sourcing the accounts.

- **What is an IP cheque? Why is it taken for account opening?**



- **Which account do we bank the IP cheque? Till how long will the funds be retained in this suspense account? What happens after this period?**



- **Can cash be taken as IP for account opening? How and Why?**

First Pass

What do you mean by First Pass Score	
What are the benefits of First Pass Scores to the bank and to the customer	

- What do you mean by I, S and A?

Particular	Meaning	Example
I		
S		
A		

Features of CA / SA

- Current Account
- Net Banking
- Mobile Banking
- SMS Banking
- Bharat Banking App
- Debit Card
- ATM
- Best Compliments Card (BCC)
- Phone Banking
- Foreign Exchange Card
- Insta Kit
- Fax/Email Indemnity
- Dormant account

Current Account

Current account: This account is mostly opened by non-individuals for business purposes. As per RBI guidelines, it is a non-interest-bearing account.

- What is a Current account?



- Mention the types of Current accounts?



Promos

List down all the current account people for whom accounts can be opened?



Competition Analysis

Exercise:

Compare CA product with similar products of major private sector banks and note the major differences between

1. HDFC & ICICI

2. Kotak & IndusInd

3. Axis & Bandhan Bank



Current Account

Trader current account is a special account designed to cater the needs of the wholesalers and retailers. It is an all in one account for their business requirements.

- **What are the features of a Wholesale account?**

- **What are the features of a Manufacturing account?**



- **What are the features of a Retailer account?**

- What are features of a Professional account?



Net Banking (NB)

- What are features of Net Banking?

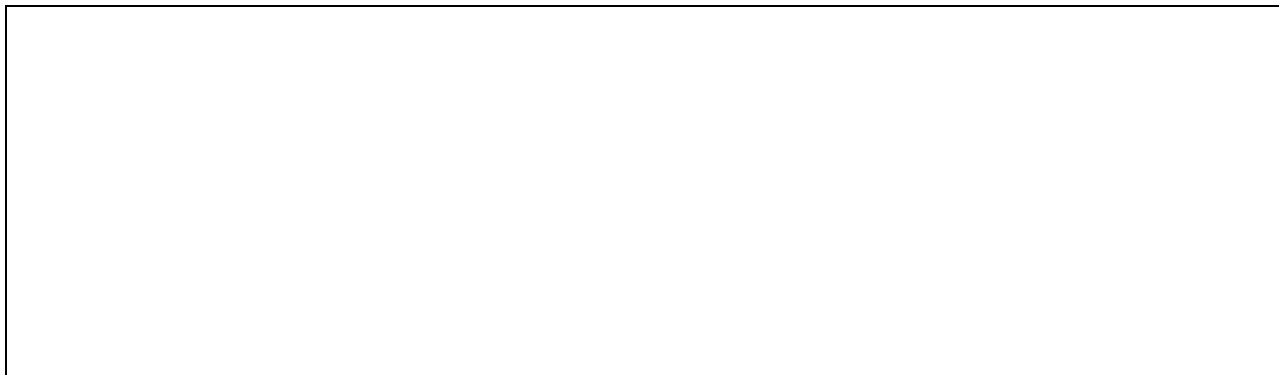
- **Explain Bill Pay and its features @ MB/POS**



- **Explain the features of IMPS**



- **What is a Gift card and mention its minimum and maximum limit?**



Mobile Banking (MB)

- What are the features of MB?

- Can a customer register a new beneficiary on MB? How?

INNOVATIVE
CONSULTANTS

IFM

- What is the limit for a one-time transfer without beneficiary registration on MB?

finCoach

Bharat Banking App

- **What is Bharat Banking App? What is the process to download it on the Mobile?**

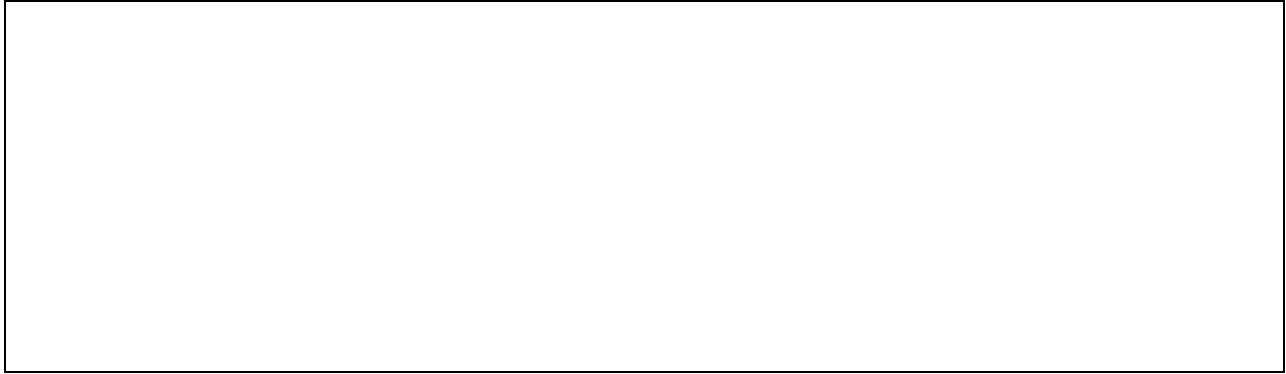
- **List the languages in which Bharat Banking App is available?**

INNOVATIVE
CONSULTANTS
IFM

- **What is the value upto which funds can be transferred through the Bharat Banking App?**

finCoach

- **What are the charges for Bharat Banking App?**



Debit Card

- **What is a Debit Card? What is the limit of Cash & POS?**



ATM

- What is an ATM card?

- What is the difference between an ATM card and a Debit card?

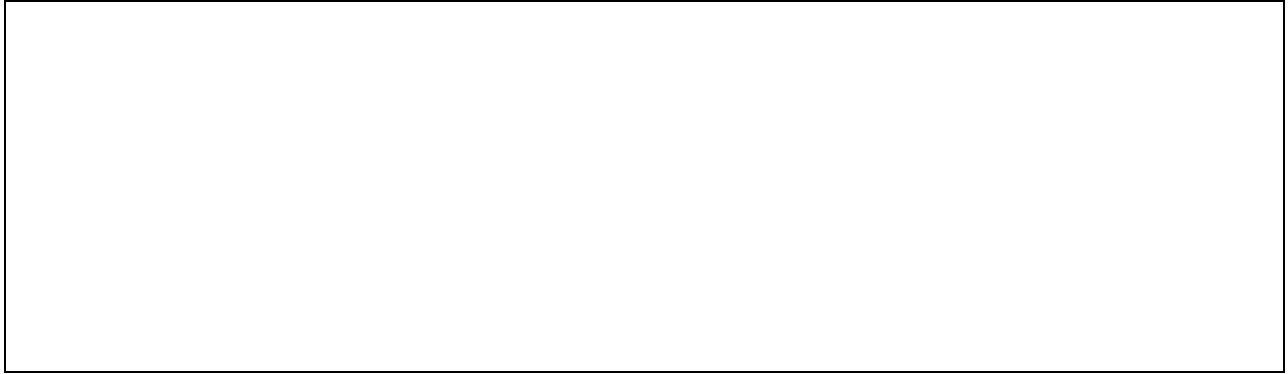


Best Compliments Card (BCC)

- What is a Gift card/Prepaid card?

- What is the minimum and maximum limit of Gift Card ?

- What is the validity of Gift card ?



Phone Banking (PB)

- Define Phone Banking?

- List down the few activities that customers can request through Phone Banking.

Prepaid Foreign Exchange Card

- **List the features?**

- **Mention the number and type of currencies in which the card is available?**

- **What is the validity of the card? What documents are required to obtain the card?**

Dormant Account

- **Answer the following for a Dormant account –**

What is a Dormant account	
What is the RBI Regulation for a Dormant account	
How can a Dormant account be activated	

- **Answer the following for an Inactive account –**

What is an Inactive account	
How can an Inactive account be activated	

Issuance of Duplicate/Adhoc Statement to Customers/Bearers

Mutual Funds

- Briefly explain Mutual Funds

- What are the different types of Mutual Funds?

- What do you mean by ELSS funds?

Investment Account Opening

- What is an Investment account? List its features?

- What are the KYC documents required for an Investment account?

Insurance

- List down the differences between an ULIP and traditional insurance plans?

- What is a Term Plan and why is it necessary for everyone to have a Term Plan?

Trade

- List the different Trade finance products of the bank?

- What is a LC?

- What is a forward contract?

- What are the different types of BG? Explain in brief

