NAME: AMOORIN OLAMIPOSI

COURSE TITLE: MARKETING

COURSE CODE: BAM 115

Assignment

You have been appointed as sales marketer in a bank (male or female) to bring Mr Francis who is a big investor to come and invest in a bank base on he is business oriented kindly provide 5 solutions you can use to convince him to come and invest in the bank .

Answer

1.**Priority Service and Support**: Assure Mr. Francis of our commitment to providing priority service and dedicated support, including access to a dedicated relationship manager who will proactively manage his investments and address any queries or concerns.

2.**Competitive Interest Rates and Returns**: Highlight the competitive interest rates and potential returns our bank offers on investment products, showcasing how his funds can grow effectively with us.

⁠3.**Exclusive Networking Opportunities**: Offer access to exclusive networking events, industry conferences, and seminars where Mr. Francis can connect with other business leaders and gain valuable insights into market trends and opportunities.

4.**Priority Service and Support**: Assure Mr. Francis of our commitment to providing priority service and dedicated support, including access to a dedicated relationship manager who will proactively manage his investments and address any queries or concerns.

5.**Innovative Digital Platforms**: Showcase our innovative digital platforms and tools that provide convenient access to investment portfolios, real-time market updates, and performance tracking, empowering Mr. Francis to manage his investments efficiently.