NAME: AFOSE SEUN ABIDEMI

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.**Access to Exclusive Opportunities:** Highlight exclusive investment opportunities and perks available to clients like Mr. Francis, such as access to private banking services, priority lending, or invitations to exclusive networking events.

2. **Exceptional Customer Service:** Assure Mr. Francis of our commitment to providing exceptional customer service and ongoing support. Offer dedicated relationship managers who will be readily available to address his needs and provide regular updates on his investments

3. ⁠**Tailored Investment Solutions:** Offer personalized investment solutions that align with Mr. Francis's business objectives and risk appetite, demonstrating our understanding of his unique needs.

4. **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.

5. **Diverse Investment Options:** Present a diverse range of investment options spanning various asset classes such as stocks, bonds, mutual funds, and alternative investments, providing flexibility and opportunities for portfolio diversification.