

FRANCIS ONYEZERE UGOCHUKWU

COURSE TITLE: MARKETING

COURSE CODE: BAM 115

LECTURER: MR. ADESHINA

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.Demonstrate Track Record

- Showcase the bank's successful track record with other business clients and highlight success stories.
- Provide data on the bank's history of stable returns and financial performance to instill confidence in the reliability and competence of the institution.

2.Innovative Technological Solutions:

- Showcase the bank's advanced and secure technological platforms for convenient and efficient banking.
- Demonstrate how digital tools and online services can streamline his financial transactions and provide real-time insights into his investments.

3.Risk Management Solutions:

- Present comprehensive risk management strategies that demonstrate the bank's commitment to safeguarding Mr. Francis's investments.
- Outline risk mitigation measures and insurance options to provide him with peace of mind regarding potential financial risks.

4.Regular Performance Reports:

- Offer a commitment to providing regular and transparent performance reports on his investments.
- Assure him of clear and timely updates, allowing him to track the progress and returns on his investment portfolio.

Success Stories and Client

5.Testimonials:

- Share success stories and testimonials from other successful business investors who have benefited from their partnership with the bank.
- Provide real-world examples of businesses that have thrived through the bank's financial support and expertise.