Breakout Session 4: Keeping a Focus on Women

Women’s World Banking & NBS Bank Malawi

March 3rd, 2016
Accra, Ghana
Focus on Women
All women will be able to build a secure financial future for themselves and their households.
Why Women?

1. Majority of poor & unbanked worldwide

2. Advancement of families & societies

3. Sustained economic growth
How many women are you serving?
Talk to Women
Pafupi Savings model

**Instant Account Opening**
- Mobile Sales Team
- Starter Pack

**Simplified Customer Identification**

**Multi-channel Access**
- Bank Pafupi Agent
- ATM
- Branch
Close the Emotional Gap with Marketing

Kulengeza za...

Pafupi Savings
Kusunga kwamakono

Mtima myaa!!

NBS Bank
Your Caring Bank

Phindu la akauntiyi:
• Ndlama zinasungka
• Imapoza kufupi ndi inu
• Ili ndichengola dzanja
• Yosadukidwa ndalama ya pamwezi
• Mucha kusungita kuyambira K200

THE BETA ACCOUNT WEY
MAKE SENSE

Diamond Beta Account
Diamond
Your Bank

Call 0700-300-0000 to find your nearest branch
Train the Salesforce to Target Women

TECHNIQUE #1 – MIRROR:
Organize Sales Presentations for Women
Demonstrate Strong Institutional Commitment

Signals Commitment

Compensates for extra effort required
Reaching women is a long term investment
Women’s World Banking
THANK YOU