

# **Breakout Session 4: Keeping a Focus on Women**

Women's World Banking &  
NBS Bank Malawi

March 3<sup>rd</sup>, 2016

Accra, Ghana



# Focus on Women



# Our Vision

*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

Serving

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How many women are you serving?

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Women

# 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...



**PafupiSavings**  
*Kusunga kwamakono*

**Mtima myaa!!**

**Phindu la akauntiyyi:**

- Ndalama zimasungika
- Imapezeka kufupi ndi inu
- Ili ndichiongola dzanja
- Yosadulidwa ndalama ya pamwezi
- Mutha kusungitsa kuyambira K200




**NBS Bank**



Your Caring Bank

## THE BETA ACCOUNT WEY MAKE SENSE

Diamond Beta Account



**Diamond**  
Your Bank



NO WAHALA    E NO COST    PLENTY AWOOF

Talk to your trusted BETA friend today

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



MICROLEAD

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THANK YOU