

Breakout Session 4: Keeping a Focus on Women

Women's World Banking & NBS Bank Malawi

March 3rd, 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?







Majority of poor & unbanked worldwide

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





ATM

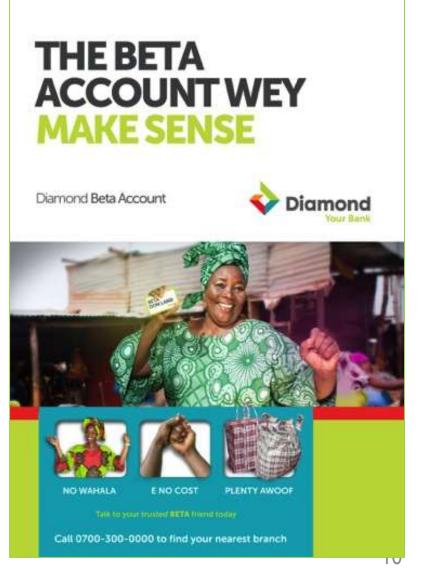


Branch



Close the Emotional Gap with Marketing





Train the Salesforce to Target Women

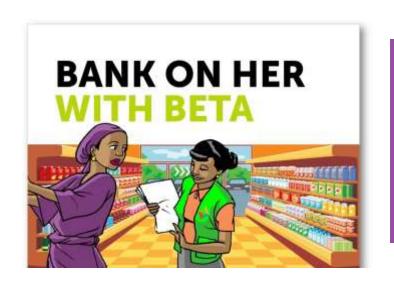
TECHNIQUE #1 – MIRROR:



Organize Sales Presentations for Women



Demonstrate Strong Institutional Commitment



Signals Commitment

Compensates for extra effort required





Women's World Banking



THANK YOU