

PRODUCTS *****

BANK OF CREDIT & COMMERCE INTERNATIONAL

- * 20,000 MILLION US DOLLARS ASSETS
- * 1,500 MILLION US DOLLARS CAPITAL FUND
- * OFFICES & BRANCHES IN 73 COUNTRIES
- * 1,100 CORRESPONDENT BANKS
- * 14000 MEMBERS OF STAFF FROM 90 NATIONALITIES
- * 1,300,000 ACCOUNTS
- * BANKERS TO 36 CENTRAL BANKS AND 365 COMMERCIAL BANKS
- * 4TH LARGEST BANK IN THE WORLD IN COUNTRY COVERAGE
- * 7TH LARGEST PRIVATE BANK IN THE WORLD

ESSENTIALS FOR SUCCESSFUL MARKETING

"BE AWARE"

- KNOW YOUR BANK.
- KNOW YOUR STRENGTHS CAPITAL AND COVERAGE.
- KNOW YOUR PRODUCTS AND SERVICES.
- KNOW YOUR CLIENTS.
- KNOW YOUR REQUIREMENTS PRESENT AND FUTURE.
- KNOW THAT CLIENT POSSESSES KNOWLEDGE MORE THAN YOU. KNOW YOUR UNIQUE SELLING POINTS.
- KNOW YOUR CATCHMENT AREA.
- KNOW THE AREAS WHICH ARE NOT OF GENERAL INTEREST TO THE BANK.

"BE ALERT"

- KNOW YOUR COMPETITORS' PRODUCTS AND SERVICES.
- KNOW HOW THEY COMPARE WITH YOURS.
- KNOW THE PRICE CLIENTS PAY FOR YOUR SERVICES.
- KNOW WHAT THEY PAY FOR OTHER BANKS' SERVICES.
- KNOW HOW PROMPT AND GOOD IS YOUR COMMUNICATION WITH YOUR CLIENTS.
- KNOW HOW SATISFIED ARE YOUR CLIENTS.
- MARKETING IS OVERALL AWARENESS, ALL ROUND ALERTNESS.
- MARKETING IS MATCHING THE REQUIREMENTS OF CLIENTS WITH YOUR STRENGTHS.

Hope, courage and clear perception makes a successful marketing person.

Have confidence in your quality and ability to sell and remember "Every opportunity to meet a customer is an OPPORTUNITY FOR CONTACT present or future, an opportunity to present BCC and project BCC's IMAGE that BCC CARES".

REMEMBER WHEN PREPARATION AND OPPORTUNITY CONVERGE, IT IS CALLED LUCK.

FEEL PROUD of belonging to BCC and being an ambassador of its valued products and services.

Addison to the State State

- * INTERNATIONAL & DOMESTIC COMMERCIAL BANKING WHOLESALE & RETAIL MONEY MARKET DESK
- * FOREIGN TRADE FINANCE AND COLLECTION
- * FOREIGN REMITTANCES & FOREIGN EXCHANGE DEALING
- * EURO-CURRENCIES & EURO-BONDS
- * BULK COMMODITIES
- * BUREAU-DE-CHANGE
- * FUNDS & PORTFOLIO MANAGEMENT
- * BONDS, GUARANTEES AND STANDBY LC's
- * MERCHANT BANKING SERVICES
- * BCC TRAVELLERS CHEQUES WITH FREE ACCIDENT COVER
- * INTEREST-FREE/ISLAMIC BANKING
- * TWO ENDS OF THE TRANSACTION BCC AT BOTH ENDS
- * BCC ECONOMIC EVALUATION WING
- * BCC CARDS
- * BCC CREDIT CARDS
- * EXPATRIATE, PERSONAL & PRIVATE BANKING

BE A WINNER! **********

YOU MUST BELIEVE IT
TO ACHIEVE IT!

NORTH-WEST SATELLITE UNIT MANCHESTER,