

Selling to Banks

Selling to banks can be a complex and competitive process, but the following strategies can increase your chances of success:

1. Know your target audience: Research the specific needs and pain points of the bank you're targeting and tailor your pitch accordingly: retail, commercial, wealth mgnt.
2. Build relationships: Develop strong relationships with key decision-makers and build trust through transparent communication and consistently meeting their needs.
3. Offer value: Offer products or services that solve real problems and add value to the bank's operations, such as increased efficiency or enhanced security.
4. Differentiate yourself: Highlight your company's unique strengths and differentiate yourself from competitors, such as your technology, customer service, or expertise.
5. Be compliant: Ensure that your products and services comply with relevant regulations and industry standards, such as AML and KYC.
6. Partner with other companies: Consider partnering with complementary companies to offer a complete solution to the bank and increase your chances of success.
7. Follow up: Stay in touch with the bank and follow up regularly to keep your products and services top of mind and address any concerns they may have

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.