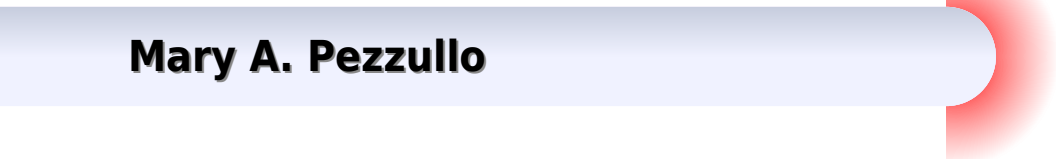




Marketing For Bankers

Mary A. Pezzullo



Marketing For Bankers:

Marketing for Bankers Mary Ann Pezzullo, 1993 **Status of Bank Marketing** American Bankers Association. Marketing/Savings Division, 1970 *Marketing for Bankers* Mary A. Pezzullo, 1986 **Marketing in Commercial Banks** W. Ogden Ross, 1968 Marketing Financial Services Bruce A. Clapp, 2005 **Bank Marketing** R. Eric Reidenbach, Robert E. Pitts, 1986 **Bank Marketing** Institute of Bankers (Great Britain), 1969 *Bankers Monthly*, 1922 **Journal of the American Bankers Association** American Bankers Association, 1923 *Drives and Tasks in Bank Marketing* Leo Onyiriuba, 2013

Some bankers feel they do not have to read any book to do their marketing jobs well. They think that all they need to succeed in marketing are flair ability to network personal contacts and entreaty. Doing so they simply do things that tend to gratify expediency of the marketing situation in which they find themselves. Of course the foregoing views are erroneous. The factors on which the erroneous views hinge relate to and could be useful in only certain personal selling assignments. Otherwise in executing complex marketing tasks such factors would hardly be relevant. Of the twenty two chapters of this book for instance such factors gained value in only one and a half chapters see chapters five and twenty two. This implies that bank marketing transcends the picture of it portrayed by those bankers. Unfortunately while the erroneous views persist there are skills gaps in customer service and managing banking relationships. The irony of this situation is that marketing provides structure for and nourishes these important functions. In fact customer service and relationship management are the major building blocks of bank marketing. In writing this book the author demonstrates the practical issues, lessons and solutions with which bankers and customers must contend with suggestions on how to meet their mutual expectations and needs. Enriched with market researches, empirical data, literature reviews and theoretical analyses, the book underscores the interdependence of knowledge of theory and practice for the success of marketing in banking. Its target market includes practising bankers, business schools and students. The book is divided into five sections and covers major aspects of bank marketing as follows:

Section I: General principles, goals and tasks; Marketing of financial services; an overview; Financial services marketing environment; Market analysis; segmentation and targeting; Marketing planning; bases, tasks and issues; Calls prospecting for accounts and negotiating transactions; Marketing and operations; dual.

Section II: Customer service orientation; Standard and measures; Customer definition; analysis and service; Enthroning ideals of customer service; Service orientation and disposition of employees; Operations; risks, errors and frauds.

Section III: Springboard for bank marketing; Relationship management; strategies, drives and practices; Account management; goals and responsibilities; Liquidity; staying off treasury crisis.

Section IV: Markets; structure, behaviour and strategies; Retail banking and small businesses; Consumer banking sector; behaviour and analysis; Commercial banking sector and middle tier market; Corporate banking sector and strategies; Government and public sector.

Section V: Marketing tools; mix and strategies; Product concepts; development and policy; Pricing decisions; strategy and policy; Promotional strategies; practices and influences; Distribution.

and financial services delivery system Drives and tasks in bank marketing is certainly an invaluable text for practitioners and students alike

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