

Use mind set strategy. Strategy Development DSA Presentation Strategy Product strategy And employee return strategies.

8. Suggestion

Suggestions for use of research results from this research. Banks should do the following:

1. Study the sales strategy of competitors. Then applied to the process of selling the bank.
2. Develop sales techniques of sales staff. To meet the situation and needs of customers.
3. Recruitment of qualified sales personnel and sales expertise.
4. There should be credit card promotional activities such as no charge for credit card membership or free of charge. Give credit to customers who apply for a credit card. And discounts to customers by partnering with stores.
5. Develop sales staff or credit card sales representative, technical sales skills.
6. To analyze the target customers in accordance with the bank policy as much as possible.
7. Motivate salespeople or credit card sales. By paying a compensation that is consistent with the economy.

9. References

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