



Client: Crédit du Maroc
Country: Morocco

Seminar programme

- Knowing one's clients and missions
- Understanding how the bank can
- Knowing one's products and services with clients and prospective clients
- Awareness of the bank's particularities & added value and highlighting them
- Understanding one's market and one's create and maintain durable, long-term Company relationships
- Knowing how to prepare initial contacts
- Knowing how to approach a corporate