

# THE CANARA BANK OFFICERS' ASSOCIATION (REGD) (AFFILIATED TO AIBOC)



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**Sub : BUSINESS BUILDING-CANPAL'S STYLE – 4**

Dear friends,

Our CNT member Mr Bagale from PUNE asked me whether BBW is over but he himself responded that they would continue till the Bank is showing the profit in the balance sheet.

Yes friends, this is what the level of commitment of the members of CBOA which commands 95% of the officers as members.

Our Mission will succeed when we go with an objective and to lead with well designed tools.

Our objective is to turn the bank in to showing profit.

## ***How to do?***

We are having nearly 8 crores customers and we are having potential to earn additional Rs.8000 crores by tapping 10% of the total customers.

## ***How?***

If we are ensuring the 10% of the total customers numbering 80 lacs to avail any five products of our 300+ products, it would generate a minimum of ₹10000 additional net income from them which would be ₹ 8000 crores.

## ***What to do?***

Very simple.

If we call two customers a day out of 80 lacs selected customers by all our members, it would be 46000 calls a day.

Five days a week ends up in 230000 calls a week.

In a year we can contact 11960000 ( one crore nineteen lacs and sixty thousands calls)

*What to talk?*

**APPRECIATE THE TRANSACTION AND ASK FOR BUSINESS.**

**CALL HIM AGAIN, YOU CAN COUNT THE BUSINESS.**

*Will it be successful?*

**TRY AND TASTE.**

*Believe in you,*

**Bank has got strong fundamental and we the CANPALS are  
possessing fundamentally strong values.**

**If we don't, who can?**

**If we can, we only can.**

**Come on youth, now it is your turn and you can.**

**Shall we friends?**

Manimaran G V  
General Secretary