

Monthly Newsletter

JUNE 2024 EDITION



Featuring Kehinde Bankole as our Woman Crush for the Month!

Read more on page 12...

Interesting topics

- *The W Health Loan Advantage*
- *Five Proven Strategies to Seal Business Deals*
- *From Conflicts to Understanding*

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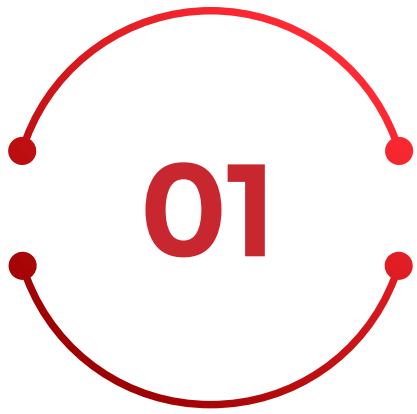
Hello Ladies!



Did you feel like May came and left in the twinkle of an Eye? We did too! Last month was fun with W as we had the biggest Mother's Day cooking contest with Chef T, sharing gift boxes across Nigeria to 20 of our followers who participated in the contest. It was all shades of amazing!

We also shared tips on how to stay safe during the rainy season, nurturing your health as an expecting mother, making your young ones happy on Children's Day, and the benefits of learning how to drive. We hope you found at least one of these tips helpful.

Now we are in June, and it is a fresh opportunity to pursue your goals relentlessly. Enjoy our amazing June newsletter edition!



FIVE PROVEN STRATEGIES TO SEAL BUSINESS DEALS

Every entrepreneur has one desire; Business Profitability. You will agree with us that at the heart of a good business is adequate cash flow. Are you struggling to make sales or increase it by a greater percentage? These strategies will help you seal that deal. Stay glued!

1. Build Rapport and Trust

When you find common ground with your potential clients and actively listen to their needs, you are building a meaningful connection with them. Showing genuine interest in their concerns and challenges helps establish trust but also credibility. Building rapport and trust starts with understanding and empathy. This significantly increases the likelihood of closing the deal, and such connections are the foundation of a successful partnership.

2. Understand their Needs

Clearly understand your client's pain points, goals, and expectations. Ask questions, and provide tailored solutions that address their precise needs. This shows your competence and how much you are invested in their success.

FIVE PROVEN STRATEGIES TO SEAL BUSINESS DEALS

3. Highlight Your Value Proposition

Communicate the benefits and value your product or service offers. Explain how it will solve their problems, increase efficiency, or drive revenue. Use data, case studies, or references to support your propositions.

4. Confidently Ask for the Sale

The reason why most people do not secure the ‘deal’ is that there is no call to action. Merely hoping for a thing, does not make it happen.

Don't be afraid to ask for the sale. Confidently summarise the agreement, reiterate the value, and ask for a decision. Be prepared to negotiate terms or finalise the deal on the spot.

Don't forget to be respectful, and professional, show enthusiasm for what you are selling, use positive body language, and very importantly, follow up.

Remember, closing a sales deal is about building relationships, understanding your customers' needs, and providing value. With these tips, you will be well on your way to closing successful sales and building a strong professional reputation.

EVENTS CORNER



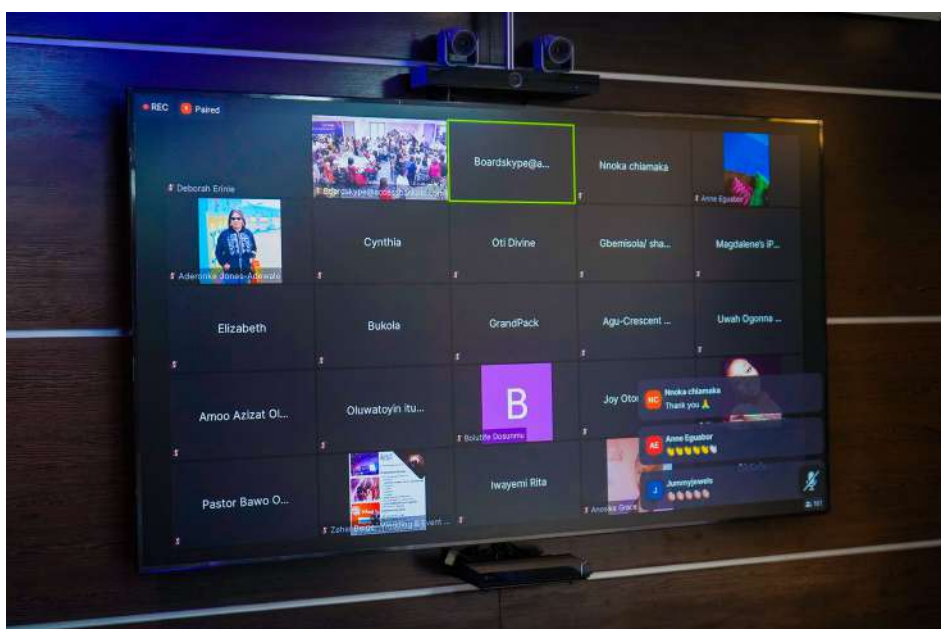
Events Sector Roundtable Discussion

The W Events Sector Roundtable discussion was a success! On May 28th, 2024, the W Initiative of Access Bank curated a spectacular physical event for women in the Events industry to connect and thrive!

At the roundtable discussion women were able to;

- *Gain valuable insights from industry experts*
- *Access exclusive W Power loan fund allocation*
- *Connect with fellow entrepreneurs and banking professionals*
- *Discover tailored solutions for your business growth and so much more!*

W is indeed inspiring, connecting, and empowering women. It only gets better!



EVENTS CORNER



Events Sector Roundtable Discussion



EVENTS CORNER

Session in Branches

is a physical workshop for women to connect, learn and network with likeminded individuals at any Access Bank branch nearest to their locations.



boost your **event business** with

Elevate your business with loans of up to 100 million naira at a **discounted interest rate.**

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Rainy days

AND SAFETY WAYS

02

While the rainy season can be cool and relaxing, it is very pertinent to be aware of the potential emergencies and accidents that can occur. The rainy season causes hazards such as slippery surfaces, electrical shocks, flooding, landslides, and poor visibility. These conditions can lead to a range of accidents and emergencies, including slip and fall accidents, electrical shocks, flooding-related illnesses, and traffic accidents. To stay safe during this time, taking precautionary measures is crucial.

1. Be Mindful of Slippery Surfaces

Wear appropriate footwear with a good grip to help prevent slips and falls. If you are pregnant or your job requires regular movement, please take extra care.

2. Beware of Electrical Appliances

When appliances are exposed to water or used in wet conditions, they can malfunction and cause electrical shocks. Refrigerators, air conditioners and heaters can overheat if not properly maintained or if used excessively during the rainy season. To avoid these hazards, keep appliances away from water and moisture, unplug appliances during heavy rain or flooding, avoid using appliances in wet conditions, maintain and check them for damage regularly, use surge protectors and circuit breakers, and keep appliances away from flammable materials.

3. Driving

Rain can cause reduced visibility, which makes it difficult for drivers to see pedestrians, other vehicles, and road signs. Wet roads can cause vehicles to take longer to stop, resulting in collisions if a driver is forced to brake suddenly. When driving in the rain, take extra precautions.

4. Stay Informed On Weather Updates

Have you ever been caught up in unexpected rainfall? Sure you hated it especially if you had an outdoor event to attend. Timely weather updates can help you plan your activities, reduce risks of accidents and other discomforts. Therefore, prioritise updates on the weather information during the rainy season.

Conclusively, safety is a necessity to survive the rains!



Riddles

*I'm a treasure trove of beauty and
might, Where makeup and magic
take flight. What am I?*

Answer: A makeup bag!

*I'm a symbol of strength and grace,
A reminder of a woman's embrace.
What am I?*

Answer: A hug!

*I'm a mystery that's often untold,
A story of courage, young and old.
What am I?*

Answer: A woman's heart!

*I'm a bond that's unbreakable and
strong, A connection that lasts all
life long. What am I?*

Answer: Sisterhood!

The W Health Loan Advantage

No one wishes for emergencies, however, life can be unpredictable. Unforeseen medical situations are not just mentally draining, they also have a huge effect on our finances. With the W Health Loan, women and children can worry less about funds to manage health-related needs or medical emergencies.

Here are the 3 product variants under the W Health Loan;

Maternal Health Service Support Loan

This variant of the W Health Loan offers up to NGN 10 million to cover a range of maternal health services such as fertility treatments, fibroid treatments, or assistance with child delivery (both locally and internationally). Additionally, it includes pediatric care and specialized procedures such as dental implants, braces, optical surgery, orthopedic care, and bariatric (weight-loss) treatments.

W Cancer Support

Facing a cancer diagnosis is challenging, and the W Cancer Support loan is here to alleviate some of the financial burdens. You can access up to NGN 10 million for the treatment of various cancers, including breast cancer, gynecological cancers (cervical, ovarian, uterine, vaginal, fallopian tube, and vulvar), head and neck cancer, prostate cancer, blood cancer, colorectal cancer, and childhood cancers. This loan also covers cancer diagnostic scans, ensuring you have the resources for thorough and timely diagnosis and treatment.

W Medical Emergency Support

Emergencies can strike at any time, and having quick access to funds is crucial. The W Medical Emergency Support loan provides up to NGN 2 million for urgent medical situations such as accidents, intensive care unit emergencies, and interventional neonatal care. This product ensures that you or your loved ones receive immediate and adequate medical attention without financial delays.

To take the first step towards securing your health with the W Health Loan, send an email to wcares@accessbankplc.com. Our team is ready to assist you with more information regarding our loan products and the application process.

Terms and Conditions Apply!



W Health Loan now offers cancer support

Are you or any woman you know treating cancer?

Are you overwhelmed with the cost of treatment?

Access Bank W Health Loans now offers loans of up to **N10 million** to support your cancer treatment



Click [here](#) to indicate interest

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Click the link below to get yours:



Woman crush for the month

We are excited to feature the talented Kehinde Bankole as our Woman Crush for the Month! This exceptional woman embodies dedication, perseverance, and a hard-working spirit, and we can't help but be inspired by her achievements. Born on March 27, 1985, Kehinde is a Nigerian actress, model, and television host. She began her entertainment career in 2003 and has since made a name for herself in the industry. She was named Revelation of the Year at the 2009 Best of Nollywood Awards and has continued to excel in her field. Recently, she reached another milestone as she won the Best Lead Actress (Adire) award for the second time at the Africa Magic Viewers Choice Awards 2024! This is proof of her hard work and consistency in her niche. Kehinde Bankole is a brimming example that women can achieve their dreams with determination, boldness, and excellence. She inspires us to chase our passions and never give up, even in the face of challenges.

As we celebrate Kehinde's achievements, we look forward to celebrating with you too! Don't stop pushing, you got this sis!

FROM CONFLICTS *to Understanding*



04

Are you struggling in any relationship due to conflicts? It could be with a colleague, friend, or loved one. Undoubtedly, conflicts are inevitable in all relationships, as different backgrounds and experiences shape our perspectives. How we handle these relationships makes all the difference. Resolving conflicts with kindness helps maintain trust and respect. Let's talk about ways in which we can resolve misunderstandings and disagreements in relationships while being kind.

Stay Calm

Approach conflicts with a calm and composed demeanor. This sets a positive tone for the discussion.

Be an Active Listener

One common thing about conflict is always wanting to air your opinion. How about you both take turns in listening to the other party's feelings without interrupting them? Active listening tells the other party that you value their perspective.

Use "I" Statements

Frame your concerns using "I" statements to avoid sounding accusatory. For example, say "I feel hurt when..." instead of "You always..."

Seek Solutions Together

Collaborate to find a resolution that works for both parties. This reinforces the idea that you're both on the same team.

Conflicts are totally normal between parties, however, what makes it even more beautiful is that when resolved, it can strengthen the bond of both parties. Try these tips today, we hope they help!



Watch this space



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Affirmations for the Month

Affirmations are most effective when they're personalised and spoken in the present tense as if the desired outcome has already occurred.

Repeat with us;

- *I am worthy of love, care, and respect - from myself and others.*
- *My voice matters, and I will use it to speak my truth.*
- *I trust myself to make wise decisions and take bold actions.*
- *My body is strong, capable, and beautiful - inside and out.*
- *I celebrate my uniqueness and reject comparison and competition.*
- *I am grateful for my journey and the lessons that have shaped me.*
- *I choose to focus on my strengths and let go of self-doubt.*
- *My worth and value come from within - not from external validation.*
- *I am deserving of happiness, joy, and fulfillment - and I will pursue them with intention.*
- *I am proud of the woman I am becoming - every day, in every way.*





Goodbye Ladies!

Can you believe how fast this year is flying by? Don't let the speed of life distract you from your goals! Remember, you are capable of achieving anything you set your mind to - the sky's the limit!

Stay tuned for updates on our social media channels - Facebook, Instagram, and X @thewcommunity - and don't forget to subscribe to our YouTube channel @The W Initiative for inspiring content!

Have an incredible month, and we will catch up in July!

From all of us at the W Community.



• *Inspiring* • *Connecting* • *Empowering*