

Finding Organic Revenue Growth in 2010 - Session 2



A web-based seminar

Thursday, March 4th, 2010, 1:30 PM–2:30 PM Central

Program Content:

This is part two of a two-part webinar series. Save \$50 when you sign up for both sessions. Use Subscription Code: OrgGro2 when signing up for the second session. The first session will be held on February 11, 2010.

Organic growth results when a financial institution figures out how to better leverage three of their most valuable and under utilized assets: the markets in which the financial institution is currently doing business, its customers and contacts. To accomplish this requires strategizing, planning, training and strong management oversight to develop and install more effective prospecting and sales processes.

This web cast series is 100% relevant to today's economic climate and will show you proven strategies and processes that will help your bankers to generate new business more effectively, expand existing customer relationships more effectively and how to evolve your financial institution's culture to become more focused on business development and revenue generation.

The topics addressed in this two-part series are:

Session One (February 11, 2010): Thinking Differently About Business & Relationship Development

Session Two: Thinking Differently About What a Sales Culture Really Is

Covered Topics:

- Become more focused and disciplined in their business development activities.
- Generate a 200% to 300% increase in the number of referral received.
- Understand how to sell a banking relationship as opposed to a bank product.
- Differentiate themselves from the competition more effectively.
- Look beyond the stereotypical beliefs about "sales cultures" to better understand how your financial institution's culture may need to evolve in order to maintain your market share.

Presenter:

Ray Adler - President, CEO and Founder of BTI

Ray is a nationally recognized author, speaker and expert in the field of building sales cultures, sales strategies and sales processes exclusively in the banking industry. Since founding BTI in 1999, BTI has worked with banks in ten States. Ray Adler has been one of CFT Western States most sought after presenters for the past four years.

Who Should Attend:

This high level presentation is appropriate for any executive or staff member with accountability for production and or any persons responsible for the strategic direction of the financial institution including: Board members, CEO, President, most SVPs of operations, commercial, real estate or SBA lending and branch/retail banking and certainly any lenders, BDOs and branch managers.

Registration Fee:

\$255 per web connection, per session. Additional branches will receive a reduced rate of \$150!

Cancellation Policy:

Refunds will be given only for cancellations received in written form 3 business days prior to the program. If your bank is unable to participate after registering, you can also select to receive an audio CD plus a special password to see the information online of the seminar at no additional charge.

If you are unable to attend the webinar but would like to have this information for training purposes, you may also purchase an audio CD, handout materials and a password to view the information online.

Name: _____

Bank: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

**Please include an email address as this is how your webinar materials will be delivered to you.*

Please check one of the following:

- | | |
|---|-------------------|
| <input type="checkbox"/> Website "seat" | \$255 member rate |
| <input type="checkbox"/> Additional "seat" for a branch | \$150 member rate |
| <input type="checkbox"/> Only audio CD and materials | \$255 member rate |
| <input type="checkbox"/> Web connection and audio CD plus materials | \$375 member rate |

Ways to Register:

ONLINE: www.alabamabankers.org

FAX: 800-831-3776

PHONE: 800-831-0678

MAIL: Total Training Solutions
P.O. Box 310
Waukegan, WI 53597

Method of Payment:

- Please invoice our bank
 Check made payable to Total Training Solutions
 MasterCard VISA

Card Number: _____

Expiration Date: _____

Signature: _____