

# Sales Program Update

## Case Study of a Financial Institution

presented by Debra Pearlman, CEO - Hudson Valley Sales Training



# Targeted Objective:

**Regional bank looking to more effectively compete with both local and national banks by aligning revenue opportunities with better customer service and incorporating a soft-sell culture.**



# Primary Goal:

**Raise Revenue by Matching Customer's Needs with  
Current and New Bank Services through Up-Selling and Cross-Selling.**



# Initial Observations & Concerns:

- **Other than CEO, Executives, and Management, Tellers Not Involved in Sales Process**
- **Required: Accountability Mechanisms; Goals & Performance Metrics**
- **Required: Sales Activity Tracking Mechanism**
- **Required: Sales Training Components Added to Online Compliance Curriculum**
- **Low Level Employee Product Knowledge Lacking**
- **Required: Marketing Efforts to Ensure New Traffic for Conversion Opportunities**
- **Required: Executive and Management Networking Efforts / Strategic Alliances**
- **Website – User Friendly Issues – Interfering with Online Services & Up-Sale Success**



# Initial Actions Taken:

- **Conducted 1-2-1's Executive Level and down – Assess Individual Strengths & Weaknesses / Address Concerns**
- **Monthly Management Mastermind Group Created with All Branch Managers**
- **Developed and Implements Sales Training and Performance Objectives**
- **Created Strategic Selling Strategies Based on Customer Focus and Interactive Opportunities**
- **Ancillary Partners Incorporated into Product/Sales Training to Capitalize on Additional Streams of Revenue**



# Initial Actions Taken Cont'd:

- **Collaborated with CFO to Generate Manager Reports for Tracking Goals; Percentage to Goals Achieved; and, Commission Earned**



# Actions Taken:

- **Collaborated with VP of Operations to Create and Implement Work-Around Procedures for Customer Relationship and Sales Activity Tracking**
- **Put on Application Waiting List from Systems Provider for Site/Mobile Apps**



# Actions Taken Cont'd:

- **Research Assigned – Review All Internal Banking Products and Rates/Minimum/Fees and Compare with two Competitors**
- **Executives and Management Required to Attend Minimum of Two (2) Networking Events per Month**
- **Introduced Branch Managers to 7-minute teller one-on-ones to be Conducted Weekly for Performance Review and to Provide coaching**



# Current State of Affairs:

After Initial 6 Months of Implementation:	Teller Impact on Totals
Primary's (Chkg; Svg)	53%
Upsells (ATM; Debit; Online Banking; Bill Pay; CD's; and more.)	75%
Loan Referrals	25%