

GSB 2022

SALES AND MARKETING SCHOOL



ALIGNING SALES AND MARKETING TO THE STRATEGIC PLAN

Receive a rebate of \$350
for second and subsequent
attendees from the same bank!

September 26-30, 2022

Fluno Center for Executive Education
Madison, WI

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Sponsored by:



New York Bankers Association

This popular school from the Graduate School of Banking includes a mix of lecture, small group exercises and individualized application sessions to incorporate practical, hands-on content. The program's curriculum features two core areas of study—the business of banking and sales and marketing management:

BUSINESS OF BANKING CURRICULUM

- Introduction to the Business of Banking
- Bank Performance Analysis
- Regulatory Environment
- The Future of Community Banking

SALES & MARKETING CURRICULUM

- Sales & Marketing Planning
- Sales Management & Coaching
- Performance Metrics & Goal Setting
- Customer Information Management
- Sales & Relationship Building Skills
- Sales & Marketing Budgeting and ROI
- Content Marketing
- Acquisition Strategies
- Staff Development & Employee Engagement

APPLICATION SESSIONS

- Includes daily application sessions connecting information learned to the student's bank.
- Small group roundtable discussions are also included to enhance opportunities for networking and exchanging ideas.
- Individual coaching/mentoring sessions with faculty will be available each evening to aid in the sales and marketing planning process.



Graduate School of Banking
at the University of Wisconsin – Madison