



Growing Relationships at the Bank begins with Engaging Conversations in the Branch



Stories from the field

Agenda

- The Problem & the Opportunity
- Go-Givers Book Recommendation & Mentality
- Introducing CARE
- What Gets in the Way
- The Art of Caring Questions
- Responding to Objections

The Problem

Many frontline bankers are not having robust and holistic conversations.

We will share an approach that is simplified into words and phrases our bankers will feel comfortable using with their clients.

This will take practice!

Repetition will be key.

Coaching will be essential.



Afraid?

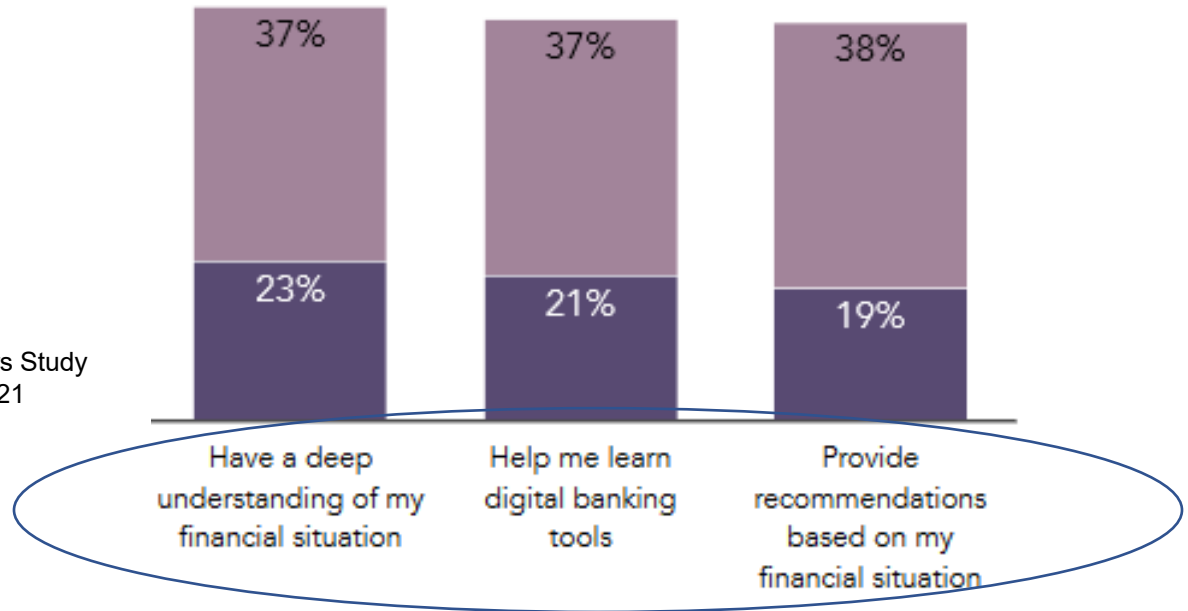


Don't
Believe?

Your Bank's Threat or Opportunity?

I expect my financial institution to...

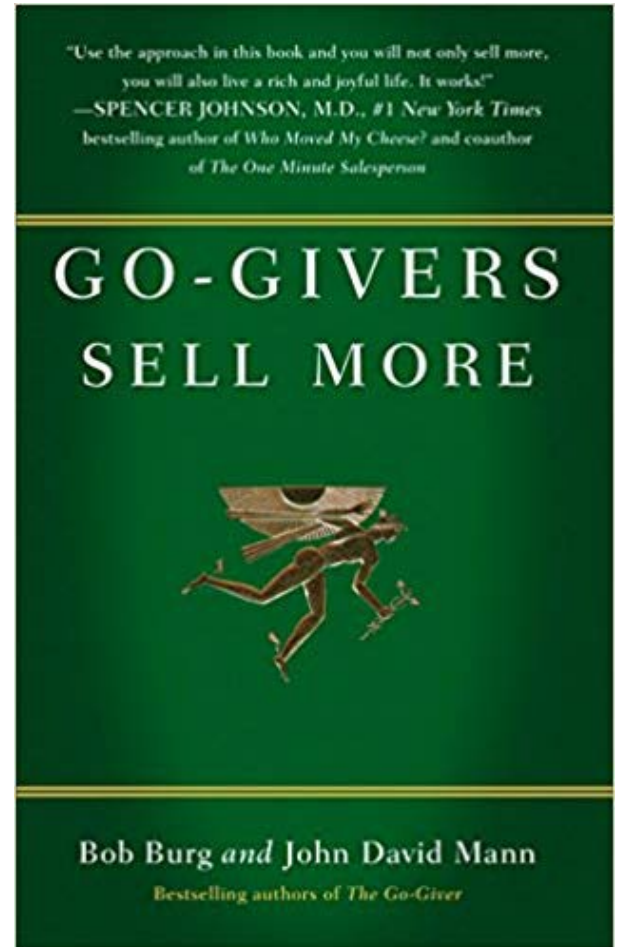
Strongly agree Agree



Source: From Boomers to Zoomers Study done by Hero Digital, Feb 2021

Recommended Reading

“The word *sell* comes from the Old English word *sellan*, which means—you guessed it—*to give*.”



Think about Your Best Clients:

- Why are they happy with you?
- What have you done for them?
- What problems have you solved?
- How did you feel when you helped them?



You are Their Guide – How Can You Help Them?

Are You Ready?

Figure 1: Transactions and Engagement Are Two Different Things

Transactions

(Speed & convenience determine efficacy)

- Moving money
- Checking balances
- Depositing cash or checks
- Paying bills



Engagement

(Trust & value determine efficacy)

- Advice/Coaching
- Clarifying options
- Fixing problems
- Consultative selling



Already heavily digital
Left-brain dominant

Still heavily in-person
Right-brain dominant



Two types of value
Two types of trust

Source: Celent

CARE: Consistent Sales Process

Confident and caring positioning statement or question



Assess needs by asking quality questions



Recommend next steps or solutions by summarizing needs



Establish follow up and expand relationships to include others

Inbound Visit

Take Care of Them

- Triggers
 - Service issue
 - Add service
 - Have a question
 - Conduct business
 - Responding to outbound effort
- Assure them you will take CARE of the problem, give them peace of mind

The question before you is not whether you need this person to be interested in your MacGuffin; the question is, do *they* need your MacGuffin?"

It's not about you: it's about *them*.



Confident & Caring Positioning Statement

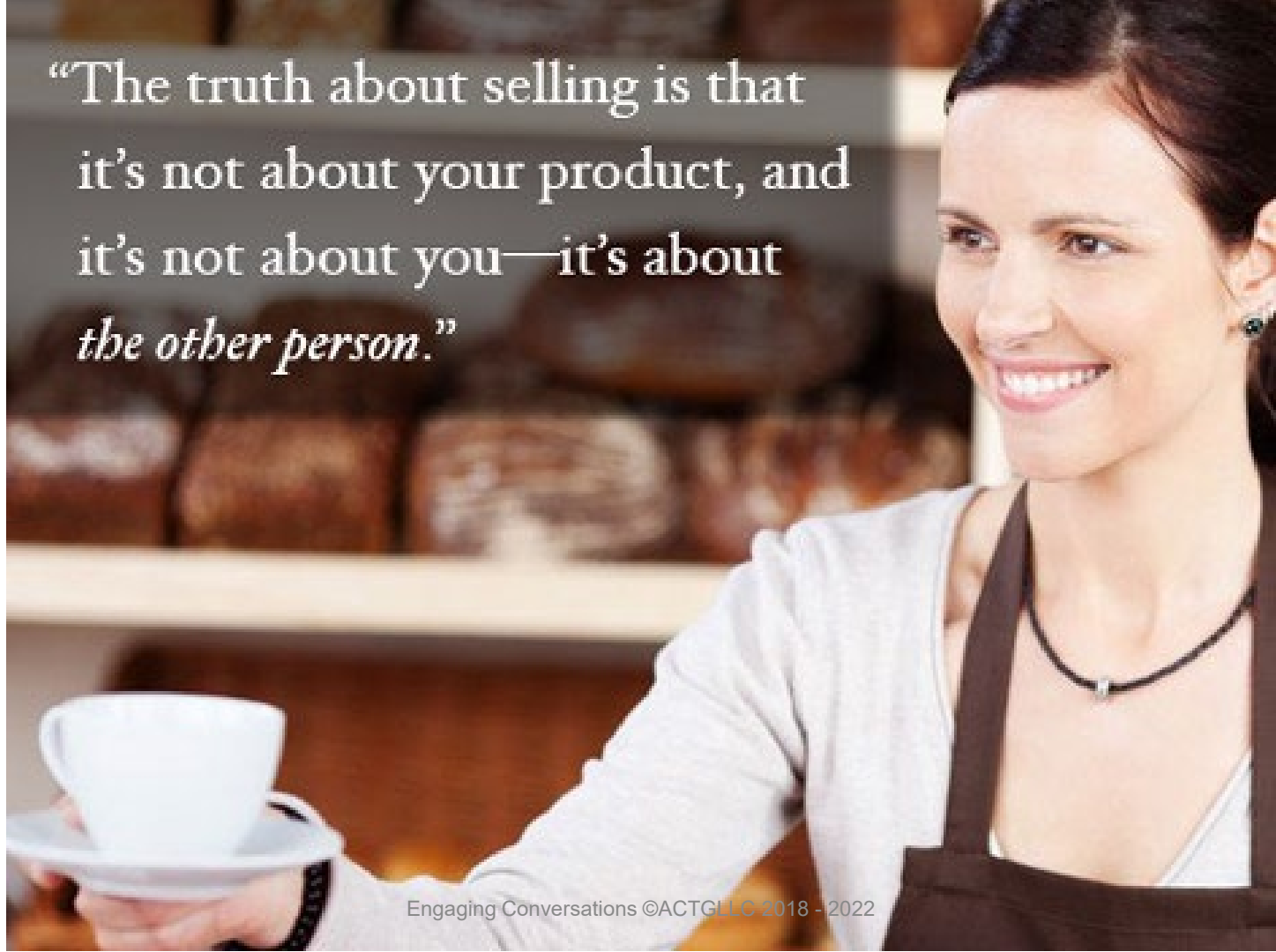
Reference trigger – *I am so glad that we were able to help you today with your CD (or equity loan or credit card). We really appreciate your business.*

Confident Positioning - Why: *Everything we do here at ABC Bank is to help make your banking easier and to stay on track with your goals. OR*

At ABC Bank we believe that everybody has a right to have the financial security that they think or dream about. Every time I get a chance to meet one of our clients, I want to make sure that they are on the path to a strong financial future.

Do you mind if I ask you a couple of questions?

“The truth about selling is that
it’s not about your product, and
it’s not about you—it’s about
the other person.”



Care Enough to Ask!

- *How does this CD relate to your overall savings plan?*
- *Where do you have most of your personal accounts?*
- *Thank you for sharing. Why do you like banking there?*
- *What's the one thing you would want to change if you could?*
- *That seems pretty important!*
- *We love helping our clients on their financial journey.*
- *Do you feel comfortable that you have a good plan in place?*
- *I recently helped a client ...*

Recommendation for Next Steps

How: *The way we ensure you are on the right path is to understand how all your financial pieces come together. I would feel like I was not taking care of you today if I did not ask you this.*

What: *Do you have a few minutes today or can we schedule a half hour sometime this week to explore some of your other financial goals? Based on my other clients' reactions, I believe you will find it worth the time.*

How Trust is Built – Establish Follow Up

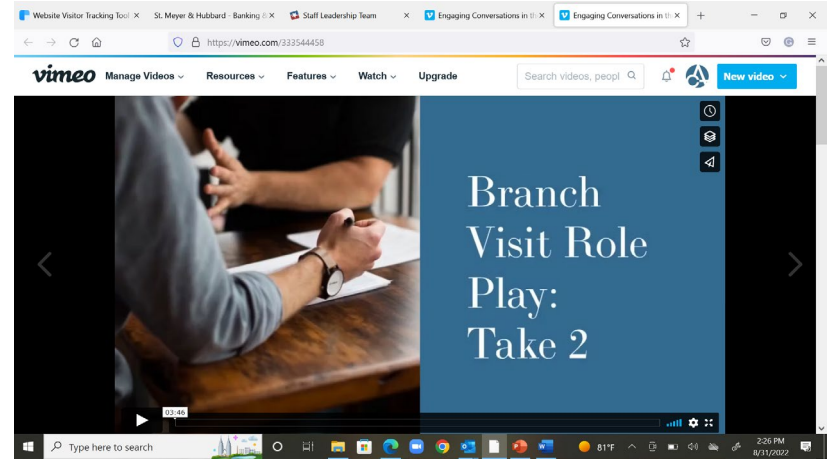
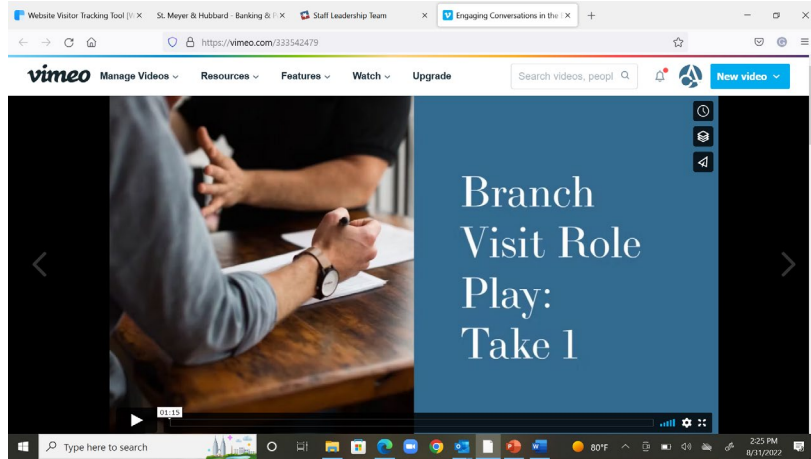
Thanks so much for coming in today and I am glad that we were able to take care of your CD.

- *I look forward to our discussion next week and I will be ready to ask some helpful questions as well as answer any questions you have.*
- *Would there be anyone else you want to include?*
- *Here is a short Overview that will help you think about what accounts you have and goals you might have for your financial future.*
- *If you have time to review this, it will help us to have a comprehensive discussion about how we can help you to manage your accounts holistically and the benefits of doing that.*

If you don't mind, I will also send you an email reminder of our appointment with a link that has some additional information. How does that sound to you?

Great! I look forward to seeing you then!

Before and After





What Gets In The Way?

- If I ask about their other bank relationships, they might think I'm greedy
- I'll ask for other business after I've proven I can do a good job for them
- I've already asked them – they said they aren't interested
- I can't ask for other business because it might jeopardize my current relationship
- They already have a relationship with someone else that does "that" for them

The Truths about Asking Questions



- You *do* have to know what the product does for someone (but not everything it does)
- You *do* have to ask questions
- You *do* have to be “courageous”
- You *should* use the magic words “Can I make a suggestion?”

Remember, you are not trying to sell during the first call, you are focused on taking care of their needs and building a relationship

- Why?
- That doesn't...
- Everyone has...
- How long?
- What have?
- Suppose you don't?
- Is that really?
- What would?
- Do you want to?
- Suppose I could...

The Art of Caring Questions



Anticipate Their Objections & Practice Your Responses

- I'm not interested
- I don't have time
- I have a financial planner
- My husband needs to be involved
- I'm happy with my current bank
- Let me think it over...
- I don't want to put all my eggs in one basket
- I will get back to you on that
- Why should I switch to you?



3 Really Great Questions

1. Do you believe I understand your problem/situation?
2. Do you feel I can help?
3. Do you want my help?



KIS Principle



1. Review what you've discussed
2. Ask if that is correct
3. Tell them what you will be prepared to do
4. Determine next steps & schedule next meeting
5. Put on your calendar
6. Call or send a reminder to client
7. Think about if there is any additive information that would be helpful and give to them or send



“Selling is not at its core a business transaction; it is first and foremost the forging of a human connection.”

Thank You!

FREE OFFER: FILL OUT THE CARD – NEED CARE
AT YOUR BANK?

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