



CBAI Presents

Strategic Selling for Today's Community Bankers

- **Find new, qualified prospects**
- **Generate more internal and external referrals**
- **Cross-sell more products and services to existing customers**
- **Reduce the fear of change with prospects**
- **Sell more effectively against the competition**
- **Create more urgency**
- **Understand the selling process more effectively**
- **Develop better time-management skills**
- **Develop renewed enthusiasm**

**March 16, 2012
CBAI Headquarters, Springfield**

Course Introduction

Let's face it: banking is in a state of change today. Along with that change comes some very real challenges, overall lack of trust, soundness and safety, and general fear of the unknown. More and more bankers are hearing their prospects say they are just going to "hunker down" and see what happens. However, for the banks that are looking to increase deposits, make new loans, develop new relationships, and sell new products and services, that "hunker down" mindset can be difficult to overcome.

For community banks, this can also be a great new opportunity. More and more customers are looking for a bank with which they can have a personal relationship. The "mega" banks have left many customers feeling empty, as though they are just a number. Perhaps now the opportunity for community banks to increase market share is greater than ever.

This program is a highly interactive, informative, and educational workshop that is designed to increase the skills and attitudes that are necessary to increase your bank's market share. In this program, bankers learn and develop proven techniques to both open new accounts and sell more products and service to the customers they have. Everyone knows the competitive nature of today's banking environment. The way banks grew their business in the past is no longer a viable option in today's market, so today's bankers must continue to enhance their skills. This program has helped thousands of bankers find new qualified prospects, generate more internal and external referrals, cross-sell more products and services to existing customers, reduce the fear of change with prospects, sell more effectively against the competition, create more urgency, understand the selling process more effectively, develop better time management skills, and develop renewed enthusiasm.

Who Should Attend?

Anyone who is responsible for proactively generating new business within the bank, anyone responsible for generating more business from the bank's current customers, and anyone who is looking for a fundamental sales process that is customer-focused would all benefit from attending this seminar.

Key Topics



Understanding the Sales Process

- Six Critical Steps for Banking Success
- Establishing Relationships Up Front
- Pre-Call Planning Process
- Setting the Agenda
- Building Credibility

Understanding the Discovery Process

- Develop the Three-Step Discovery Process
- Understand and Develop Discovery Summary
- Sell Products and Services with IMPACT

Asking for the Business

- Five Steps to Setting Up the Close
- Selling Against the Competition
- Overcoming Objections

Finding New Prospects

- Cross-Selling Opportunities
- Generating More Referrals/ Internal and External
- Managing Time Efficiently

About the Presenter



Litzfelner

Jack Litzfelner is the founder and president of Jack Litz Seminars, a national training and consulting company, where he has trained and spoken to more than 200,000 people. He has received numerous awards and recognition as a leading trainer, speaker and coach. Each year, Litzfelner delivers more than 100 programs throughout North America.

He began his training career with the Dale Carnegie Organization, where he spent eight years as the area manager in Los Angeles, California. During that time, he trained more than 15,000 people in the areas of sales, public speaking, management, and personal motivation. He was awarded top producer and top trainer for six consecutive years.

For the last 10 years Jack has worked with numerous community banks across the country, such as Ridgewood Saving and Loan(New York), Arizona National Bank(Phoenix), Nevada State Bank(Las Vegas), City National Bank(Beverly Hills), Bank of Missouri(Cape Girardeau) and numerous others, where he helped more than 2500 bankers grow their business.

What Others Have Said:

"Jack is an exceptional speaker and facilitator. He keeps you on the edge of your seat and when his program ends you want more! His unique approach gets you to think out of the box and expand your comfort zone! You must consider Jack if you are interested in improving your sales or changing the attitudes of your people!"

"Any company who has used Jack knows that he is heavily results-driven which in return causes his clients to see incredible results. I would highly recommend any firm who is ready for growth and believes in training their people, to hire Jack right away. You won't regret it!"

Registration Fees

*Early-bird registration fees apply to those individuals registering one month prior to the date of the program. Persons registering after this date must pay the regular registration fee. Late registrants cannot be guaranteed admission if seminars reach capacity.

Fees include hand-out materials, refreshment breaks, and lunch. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills.

Cancellation Policy

Registrants cancelling two days prior to each seminar receive 100% refund; one day prior, 50%; the day of the seminar, no refund. **All cancellations must be made in writing prior to the seminar day. Invoices and training materials will be sent to all "no shows."**

	*Early Bird
CBAI MEMBER	
One person	\$215
Two or more from same banking institution	\$195 each
**PROSPECTIVE MEMBER	
One person	\$365
Two or more from same banking institution	\$345 each
Regular Pricing	
CBAI MEMBER	
One person	\$245
Two or more from same banking institution	\$205 each
**PROSPECTIVE MEMBER	
One person	\$395
Two or more from same banking institution	\$355 each

CDD members receive a 10% discount.

****Only financial institutions/firms eligible for CBAI membership.**

Please note that CBAI does not issue confirmations, with the exception of on-line registrations, but feel free to call the Association headquarters to confirm your registration.

Registration Form

STRATEGIC SELLING FOR TODAY'S COMMUNITY BANKERS
March 16, 2012 — CBAI Headquarters, Springfield

Please Print

Name of Bank _____

Address _____

City, State, Zip _____

Tel. No. _____

Name/Title _____

E-Mail _____

Name/Title _____

E-Mail _____

____ I have special needs, please contact me before the seminar.

Please select your payment method.

____ Check Enclosed

____ Check in Mail

____ Pay at Door

____ Credit Card*

**If you are paying by credit card, please fill out the following information.
(Visa & MasterCard accepted).*

Name as It Reads on Card _____

Company Name on Card _____

Billing Address of Card _____

Card Number _____ Exp. Date _____



Mail it in:
CBAI Education Department
Springfield, IL 62703-5184



Fax it in:
(217) 585-8738



Call it in:
(800) 736-2224 (*Illinois only*)
(217) 529-2265



Click it in:
www.cbai.com

Date and Location

March 16, 2012
CBAI Headquarters
901 Community Drive
Springfield, IL
217/529-2265

Agenda

Registration begins at 8:30 a.m. The seminar runs from 9 a.m. to approximately 4 p.m. A Continental breakfast and lunch are provided.

Continuing Education

CBAI is a registered Public Accounting Continuing Professional Education (CPE) provider by the Illinois Dept. of Financial and Professional Regulation.

For More Information

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