

Why Some Bankers Drive More Profitable Relationships

IOWA BANKERS

ANTHONY COLE TRAINING GROUP, LLC

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What Drives Satisfied & Engaged?

Gallup: Customers who would consider your bank for the next product:

- Satisfied customers 48%
- Satisfied and Fully Engaged 83%

Your People.

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Will to Sell (%ile)

Finding #1:
Banks are substantially weaker in the Will to Sell

Source: Objective Management Group

Category	Community Bank Sales (ACT)	Other salespeople
STRONG	42%	56%
WEAK	58%	44%

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Banker with Strong Desire

Source: Objective Management Group

- Sets high standards
- Standards are non-negotiable
- Actions reflect standards
- Embraces challenges
- Owns results

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Banker who has Commitment

Source: Objective Management Group

- Takes risk, fail, takes risk again
- Achieves goals
- Challenges themselves and others
- Asks difficult questions
- Is coachable

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Banker with Good Outlook

Source: Objective Management Group

- Courageous
- Determines their success
- Consistent attitude
- Pushes the envelope
- Learned optimism
- Has a "Plan B"

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Banker who Takes Responsibility

Source: Objective Management Group

- Sets high standards of performance
- Expects high standards of others
- Is successful
- Understands cause and effect
- Does not blame others or the market

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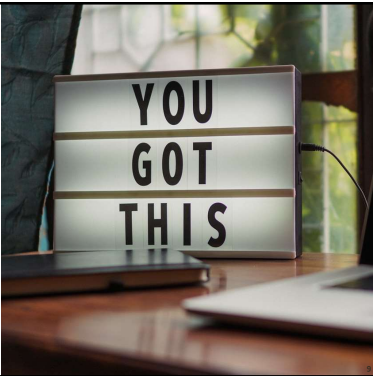
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Banker with Motivation

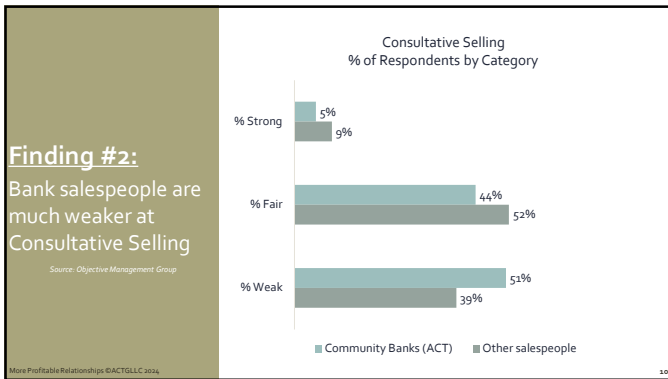
Source: Objective Management Group

- Self-manages
- Works hard
- Is consistent
- Recovers from rejection
- **Has a plan**

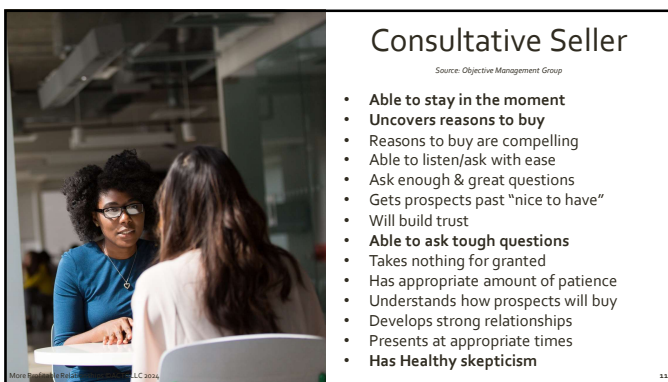
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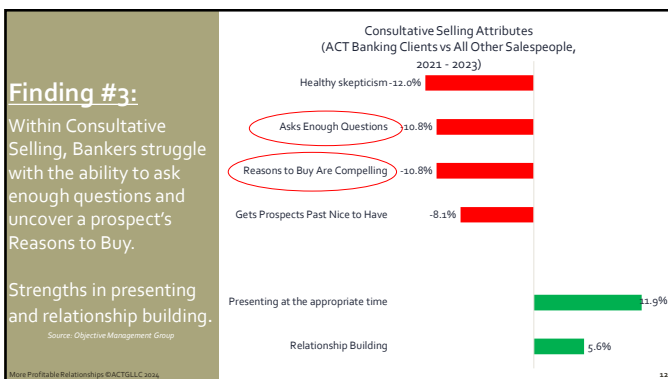
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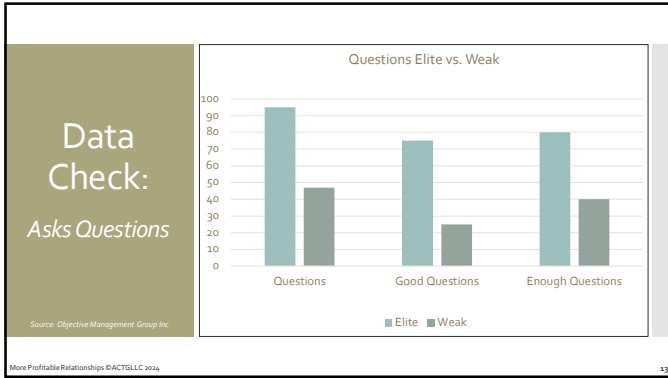
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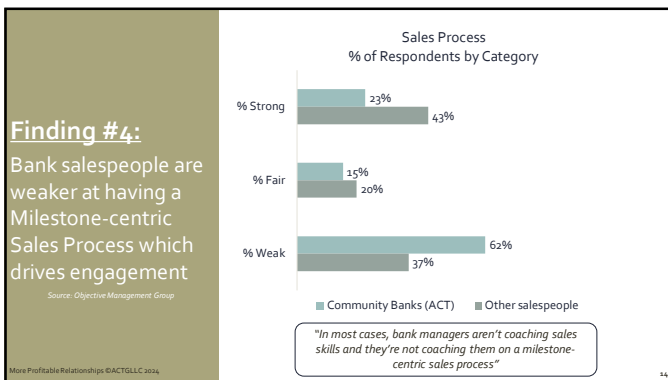
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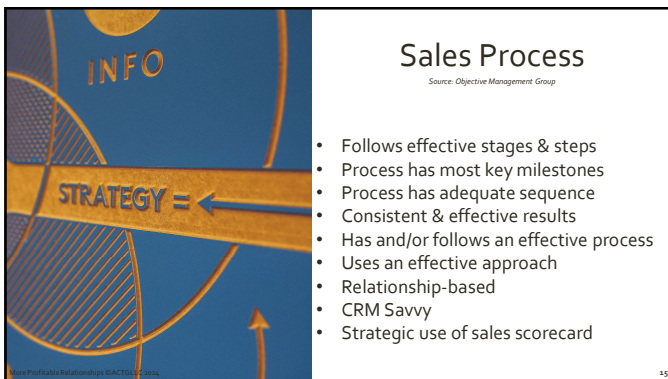
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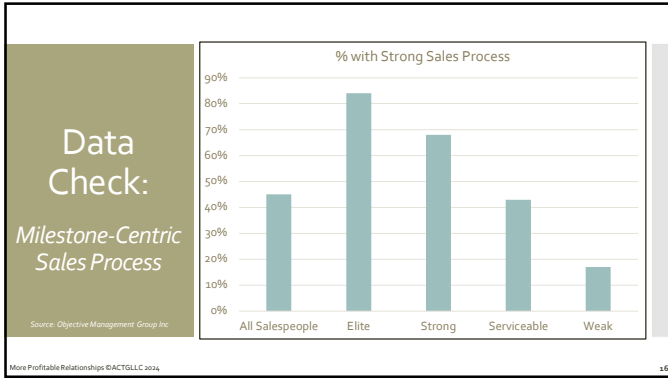
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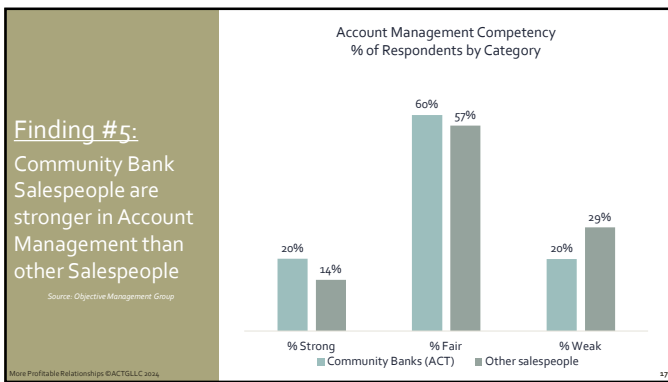
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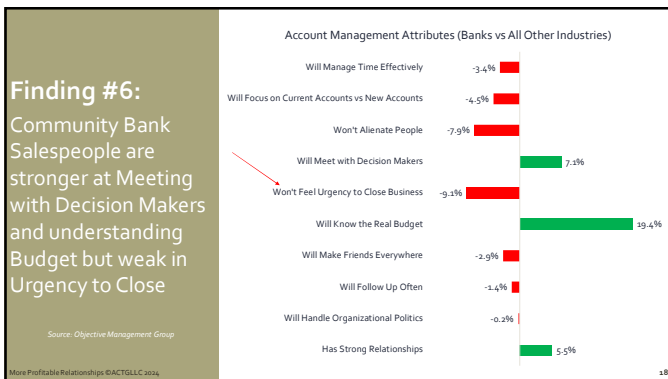
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Summary of Findings: RMs Driving More Profitable Relationships

- Strong Will to Sell:
Desire, Commitment, Outlook, Responsibility & Motivation
- Strong at Consultative Selling, asking enough good questions
- Adept at Uncovering Compelling Reasons to Buy
- Strengths in Presenting and Relationships Building
- Follow a Milestone-Centric (consistent) Sales Process
- Have Urgency to Close Business

*Think about your top producers, does this describe them?
How do you hire more like them? How do you train others to be like them?*

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Sample of The 21 Core Competencies Findings

FINDINGS FOR 21 CORE SALES COMPETENCIES

SALES COMPETENCIES	SAMPLE BANK				Your Bank
	All Salespeople	Top 10%	Bottom 10%	All Banks	
Hunting	58	80	36	56	41
Reaching Decision Makers	42	74	19	51	57
Relationship Building	45	50	38	51	39
Consultative Selling	41	65	22	39	28
Selling Value	55	81	31	56	46
Qualifying	50	76	27	55	48
Presentation Approach and Context	73	86	62	74	47
Closing	34	65	8	26	76
Milestone-Centric Sales Process	49	73	26	43	23
Embracing Sales Technology	39	60	24	30	4
SALES DNA					
Doesn't need approval	73	89	55	70	67
Stays in the Moment	78	86	68	77	76
Supportive Beliefs	78	86	70	78	78
Supportive Buy Cycle	38	56	22	37	36
Comfortable Discussing Money	55	85	29	69	41
Handles Rejection	70	86	53	67	70
WILL TO SELL					
Desire for Success	75	91	57	75	80
Commitment for Success	51	74	25	49	37
Outlook	70	75	63	72	51
Responsibility	41	68	32	41	28
Motivation	63	82	44	60	69

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Thank You.

How Can I Help?

Fill out my Response Card!
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