

# Bank Sales Training Trainer Kit Sample

**STAR designs and delivers customized sales training for banks and includes Trainer Training as a option. This trainer kit sample includes a short excerpt from the Needs Based Selling Workshop designed by Sales Training And Results, Inc. (STAR) for banks and credit unions. The Leader's Guide pages on the left side directly correspond to the Workbook Sample pages on the right.**

**STAR** consultants know the banking industry well and provide **Trainer Kits** that include the following:

- ★ Customized workbooks, exercises and activities
- ★ Customized Power Point slides
- ★ Leader's guide
- ★ Free telephone/email support
- ★ Free post workshop reinforcement

**STAR Bank Workshop ½ day Modules include:**

- ★ Needs Based Selling Overview
- ★ Opening and Exploring for Needs
- ★ Presenting Information Effectively
- ★ Gaining Commitment from the Customer
- ★ Selling and Servicing Your Best Customers
- ★ Team Selling
- ★ The Prospecting Pipeline
- ★ The First Appointment and Beyond
- ★ Selling over the Telephone
- ★ Managing Difficult Customers

**To learn more about STAR's Needs Based Selling Training Program for banks call (781) 934-0900.**

# Leader's Guide Sample

Power Point Slide:

## Why Is Retention So Important?

- Lose money in first year!
- Value of Loyalty
  - ✓ Higher balances
  - ✓ More accounts
  - ✓ Reduced costs
  - ✓ Referrals (them to you)
  - ✓ Price premium



**Time: 10 minutes**

**Workbook reference: Section 1, See workbook sample page →**

**Activity and Key Points by Instructor:**

Explain this chart in your own words. Some additional points to make: “It is common to lose money the first year with a new customer, or breakeven at best...due to cost of acquisition”  
“NBS will help increase profits because loyal customers stay longer, and retention results in more sales and referrals” **(6 mins., including questions from class)**

Ask them to add this to the page: “On average, new customers stay at a 50% retention rate once the initial promo is over, but retention goes up to 90% if 2nd product/service is sold, and increases to 98% if a 3<sup>rd</sup> product/service is used.” **(2 mins.)**

Highlight the “FACTS” at bottom of page in your own words, and edit it if your bank has more relevant data. **(2 mins.)**

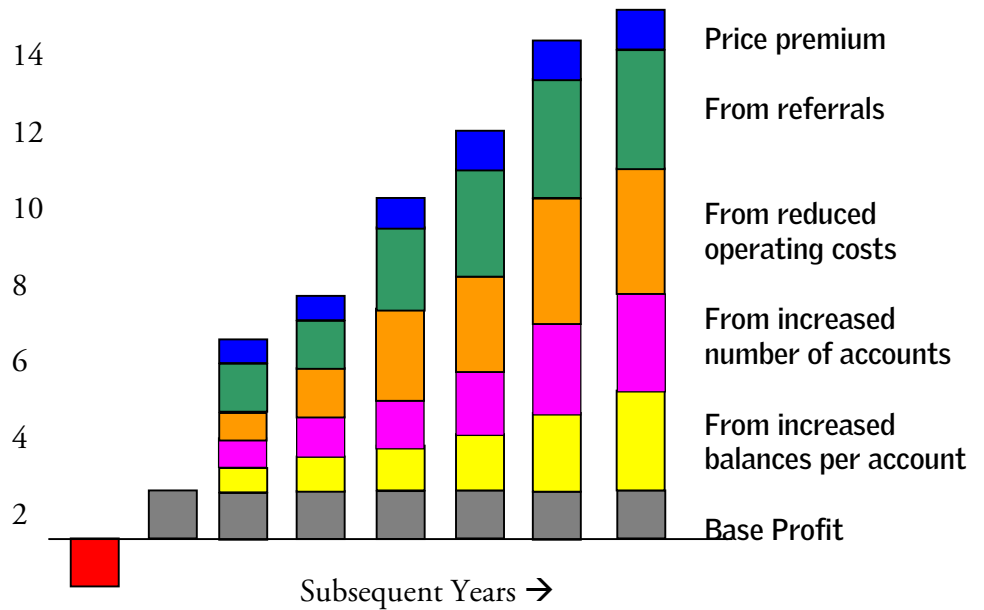
# Workbook Sample

## WHY IS CUSTOMER RETENTION SO IMPORTANT?

### The Value of a Bank Customer

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Bank Customer Profitability Over Time



*\*Source: Loyalty/Retention Practice, Bain & Company, Inc.*


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### Facts

- It is more profitable to sell five products and services to one customer than one product or service to five customers.
- Customers who use a multiple number of products and services are more likely to remain customers.
- The longer a customer stays with a bank, the more profitable they become.

# Leader's Guide Sample

Power Point Slide:



## Customers Have Multiple Financial Relationships

- Who is taking care of each customer's financial needs?
- Typical "facts" from banks in general
- Bank specific data (if available) and discussion

**Time: 5 minutes or LONGER (discussion)**

**Workbook reference: Section 1, See workbook sample page →**

**Activity and Key Points by Instructor:**

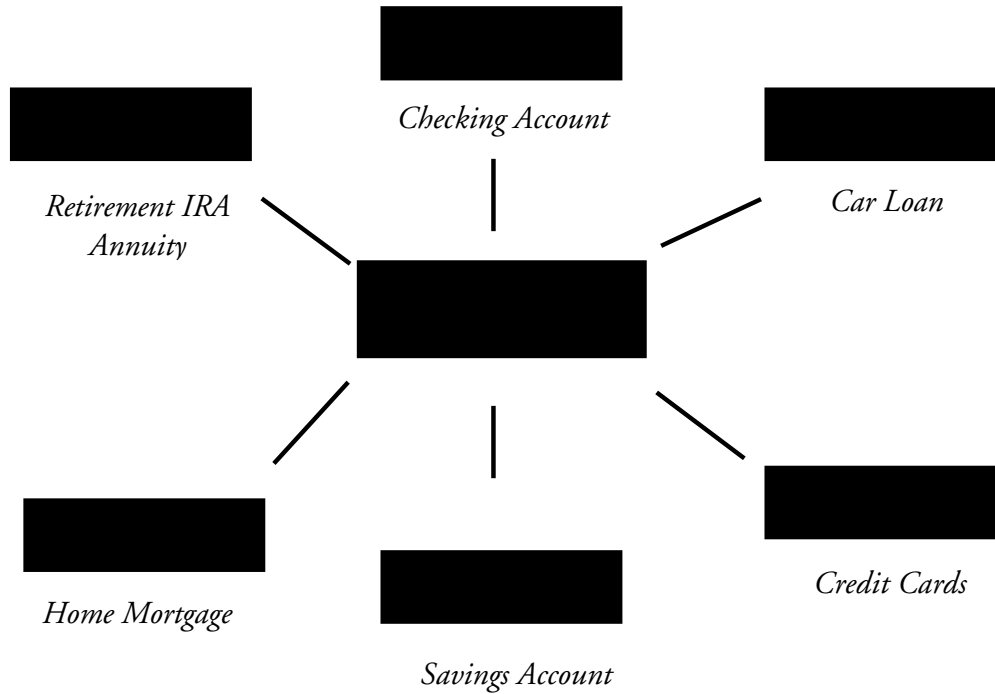
Explain this chart in your own words. **(3 mins., including short discussion)**

Highlight the "FACTS" at bottom of page in your own words, and edit it if your bank has more relevant data. **(2 mins.)**

# Workbook Sample

## CUSTOMERS HAVE MULTIPLE FINANCIAL RELATIONSHIPS

Who is taking care of "Mr. And Mrs. Smith's" financial needs?




- Who do you think has the Smith's home mortgage?
- Who do you think has their car loan?
- Who has their credit cards?
- Who has their retirement accounts?

### FACTS

- The average bank customer has three other financial relationships.
- Seventy percent of bank customers have other bank accounts elsewhere.
- For each dollar customers have in a bank, they have between \$1 and \$3 elsewhere.

# Leader's Guide Sample

Power Point Slide:



## Create-a-role-play Activity

- Purpose
  - ✓ Apply workshop concepts to realistic situations
  - ✓ Learn from peers and receive/give feedback
- Partners (or small groups)
  - ✓ Modify or create a realistic role play
  - ✓ Prepare for 1-on-1 sales call
- Constructive Feedback
  - ✓ Be specific (not "you did fine..." but "I really liked the questions that you asked")
  - ✓ Feedback does not mean criticism

**Time: Use the remaining time in Session 1...this takes about 15 to 20 minutes to explain and create the role-play situations.**

**Workbook reference: HANDOUT (not in Participant Book)**

**Activity and Key Points by Instructor:**

Explain purpose (**1 min.**)

“Learn from peers, and receive feedback from peers.”

Pull several examples of meaningful role-play situations. (**3 mins.**)

For example, it should NOT be someone entering the bank to deposit his or her paycheck. It should, instead, be a situation that requires some questioning & listening skills, plus some product/service information.

- Someone just moved to town and wants to open a checking account.

- Business owner just started a new small business

- A customer just inherited some money and isn't sure what to do with it.

Scribe on flipchart (FC) situations that the class can relate to. **IMPORTANT: Keep this FC!** These situations can be used in later sections of the workshop.

Use the handout to have the various groups/individuals prepare realistic role-play situations. (**15 minutes or a little longer**)