Sell is Not a Four Letter Word

Al Sosa, Technology Banking Consultant
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“SELL” is not a four-letter word

• Selling is storytelling

• Selling in a retail environment
  – Reputation and trust
  – Best opportunities to sell
  – Needs assessment
  – Marketing Products or Services

• Connecting the dots
Selling Is Storytelling
Selling Is Storytelling

- Selling and marketing terminology
- We all sell every day
- A universal banker purpose
Selling In A Retail Environment

- Reputation and trust
- Best opportunities to sell
- Needs assessment
- Marketing Products or Services
Reputation & Trust

- Monitor your social media presence
- Implement a customer experience strategy
  - Employee interaction
  - Branch transformation
  - Stay on top of your website and marketing materials
“Since the financial crisis, which focused America's microscope squarely on Wall Street, there have been a number of scandals, but Wells Fargo's is different. For Wells, the transgressions are simple, and it's an easy line for Americans to draw directly to their own financial situations.”

Bob Bryan, BusinessInsider.com, September 21, 2016
Best Opportunities To Sell

- Cost to market new vs existing customers
- New account origination workflow
Needs Assessment

• Ask questions before offering products or services
• Conversations don’t feel like a sales pitch
• Listen for triggers which opens the door to promote products or services
• Use free flowing questions
• Win/win products and services make for an easy sell
  – Customers see the value
  – Customer retention is enhanced

• Marketing methods
  – Email
  – Direct mail
  – Inserts or statement messages
  – Banner ads on bank website or online banking site
  – ATM messages
  – Outbound calling
Connecting The Dots
Introduce a customer experience strategy

Offer referral programs to customers

Train teller and branch staff to promote select products or services in a phased approach

Have collateral printed and ready to support leads

Use your core system to help you identify leads
  - Run reports
  - Train staff to review the customer’s portfolio first when servicing a customer