

PROFESSIONAL DEVELOPMENT

TRANSFORMATIVE BANK CONVERSATIONS

APRIL 25
LANSING 9:00AM - 3:00PM EST

How is your bank addressing the changing customer trends, and decreasing reliance on the branch network for their solutions?

Consider the impact your branch people can have. Top performing banks are arming their people with a transformative approach to initiating distinctive relationships with their clients and prospects, building trust through meaningful conversations. This retail training curriculum will provide an approach to develop your people, who are the essential differentiators for your bank from the many digital options.

HIGHLIGHTS INCLUDE:

- Break-through approach to gain the engagement for deepening relationships of clients and prospects
- 4-step relationship building process to consistently follow across branch network
- Coaching methodology to help branch managers develop talent
- Understand what is holding them back from having better conversations
- Have an approach to increase engagement with prospects & clients
- Build more client advocates who will introduce them to others
- Make outbound calls more confidently and consistently
- Recognize what it takes to build relationships quickly
- Ask better, helpful, guiding questions for deeper understanding
- Uncover the reasons a prospect will take action
- Ask more robust questions, guiding the client to make strong financial decisions
- Listen more intently to understand
- Be able to deal with stalls and objections more comfortably, it's just another question
- Feel more comfortable expanding relationships and introducing partners

RECOMMENDED ACCOMMODATIONS

Registration does not include accommodations.

COURTYARD LANSING DOWNTOWN

600 E Michigan Ave, Lansing, MI 48912
(517) 367-6677

COURTYARD BY MARRIOTT LANSING

2710 Lake Lansing Rd., Lansing 48912
(517) 482-0500

Ask for the Michigan Bankers Association corporate rate

Recommended for:

Head of Retail, Area Retail Leaders, Branch Managers, Assistant Branch Managers, Training Partners and All Branch Personnel in New Accounts Role

PRICING

IN-PERSON
RATE
\$265

TOTAL: _____

FOOD ALLERGY: _____

ATTENDEE INFORMATION

ATTENDEE #1

NAME: _____

TITLE: _____

BANK: _____

EMAIL: _____

Required for confirmation

ATTENDEE #2

NAME: _____

TITLE: _____

BANK: _____

EMAIL: _____

Required for confirmation

ATTENDEE #3

NAME: _____

TITLE: _____

BANK: _____

EMAIL: _____

Required for confirmation

ATTENDEE #4

NAME: _____

TITLE: _____

BANK: _____

EMAIL: _____

Required for confirmation

QUESTIONS?

Contact Stephanie Fisher

sfisher@michigan.bank

METHOD OF PAYMENT

☐ **ACH** (please contact us at mbaregistrations@michigan.bank if you'd like to pay by ACH)

☐ **CREDIT CARD**

Name on Card: _____

Card Number: _____

Exp. _____ CSC: _____

Signature: _____

☐ **CHECKS**: Make payable to: Michigan Bankers Association