

Getting Noticed

in an Over-Banked Market



October 9, 2018
SHAZAM Education Center
CBAI Headquarters
Springfield, IL



One Mission. Community Banks.

Course Introduction

The community bank is uniquely positioned to offer loan and deposit opportunities to small business and commercial entities. This seminar looks at how to position your business and commercial areas to enhance loyalty with your current customers, peel away satisfied customers from your competition, and design your marketing and sales approaches to fend off the larger competitors and non-banks.

We discuss identifying profitable opportunities, which businesses are likely to buy, and which lines of business are worthy of a niche play. We offer discussion, examples and exercises to help you drive revenue and growth. This engaging seminar helps you identify the key things that help you keep your pipeline full of top customers and prospects.

Who Should Attend?

Anyone in a sales role in a community bank environment will benefit from this program, including branch managers, consumer lenders, mortgage lenders, relationship bankers, regional managers, vice presidents, senior vice presidents, EVP's of marketing, lending, retail, and branch administration.

About the Presenter

What Others Have Said:

"I really enjoyed this seminar. I felt the presenter was extremely knowledgeable. The presenter took our questions and adjusted his notes to be more specific to our group."

Rachel Bonnell,
Marketing Communications
Coordinator
Byron Bank

"Very good speaker. I learned a lot about new processes that we need to start implementing at the bank."

Samantha Strohl,
Loan Officer
First Neighbor Bank, N.A.,
Toledo

"The ideas that were presented will be useful for my bank to try."

Brian Sylvester,
Vice President, Retail
Security Bank, s.b.,
Springfield

Duane F. Sobecki is the CEO of Focused Results, LLC, a sales strategy, consulting and training firm. A renowned authority in sales strategy and strategic-market segmentation, Sobecki provides actionable business development, expansion, marketing and planning strategies to financial institutions.

Sobecki specializes in helping financial-service providers to better segment important markets, and direct sales and marketing strategies at those key segments to ensure revenue and profit growth. Sobecki is the principal writer of Rebound Banking, a twice-monthly look at how banks can take advantage of the improving economy, and the author of numerous reports and booklets on key market-segment development.

Sobecki holds a B.S. from the Kelley School of Business at Indiana University, Bloomington, and has a certificate in management planning from the University of Illinois – Chicago. A charismatic speaker, Sobecki has led seminars and workshops on sales and marketing, and management at numerous universities and corporations – and bank associations in the Midwest. With more than 30 years of process consulting and training, Sobecki frequently lectures for a number of universities in their executive-education programs.

Key Topics

- Reinvigorate dormant customers
- Anatomy of the small business
- More prospects, fewer suspects
- Niche plays
- Behavioral economics
- Fee and price strategy
- Repackaging or re-bundling
- Adding value to your products and services
- Asking for the business
- Reducing risk for the customer
- Creating urgency
- Business-customer databases
- Marketing ideas



Registration Fees

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."**

CBAI MEMBER

One person.....	\$265
Two or more from same banking institution	\$245 each

****PROSPECTIVE-MEMBER**

One person.....	\$465
Two or more from same banking institution	\$445 each

CDD members receive a 10% discount.

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

Registration Form

GETTING NOTICED IN AN OVER-BANKED MARKET
OCTOBER 9, 2018

Please Print

Name of Bank _____

Address _____

City, State, Zip _____

Tel. No. _____

Name/Title _____

E-Mail _____

(E-mail addresses are required for registration).

Name/Title _____

E-Mail _____

(E-mail addresses are required for registration).

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 _____

Three-Digit Security Code _____



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CBAI Education Department
901 Community Drive
Springfield, IL 62703-5184



Fax it in:
(217) 585-8738



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

Date and Location

October 9, 2018

SHAZAM Education Center
CBAI Headquarters
901 Community Drive
Springfield, IL 627003
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.

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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