

FINANCIAL FLUENCY SEMINAR

A Workshop for Sales Professionals Who Sell to Banks

*Top Line Advisors is a consulting firm serving bankers and vendors to the banking industry.
The Firm specializes in assisting clients develop and implement sales growth strategies.*

“Finally, my sales reps have the knowledge and credibility to get to the C level in our bank and thrift prospects”

*Sales Manager
Bank Software Vendor*

“Our competitor was at the C level, and we were stuck at the VP level.”

If this sounds familiar, it should. Not getting high enough in the buying organization is the #1 reason sales managers give for losing deals. An ongoing challenge is how to get sales professionals the credibility and insights needed to deal at the senior level.

The feature/function approach does not work. To reach and remain at the C level, sales reps must know about the prospect, their issues, their financial performance, and how the solution being proposed is going to impact the prospect's profit drivers.

When you deal at the C level good things happen:

- Close rates go up.*
- Qualifying is faster and more accurate.*
- Sales cycle times are reduced.*
- “No decision” rates decline.*
- Value and benefits drive deals, not price and features.*

Companies that sell to banks face this issue just like any other company . . . but it may be even more critical. Banks are notoriously difficult to sell to, with committees, RFPs, numerous levels of management, etc. The vendor that cracks the code to get to the C level has a huge advantage over the army of vendors selling at the lower user and technical levels.

The Financial Fluency seminar equips your sales staff with the ability to analyze and understand the financial aspects of a prospect bank, and be able to link your solution to the profit needs of the C level executives.

This document answers some of the frequently asked questions about the Financial Fluency seminar. For additional information, go to www.TopLineAdvisors.com

WHAT WILL MY SALES REPS BE ABLE TO DO BETTER?

The *Financial Fluency*® workshop is a powerful tool to help get your sales reps to the C level in banks. Using the insights, information, and tools from the *Financial Fluency*® workshop, your sales reps will be able to:

- ✓ Understand the financial dynamics of their prospect bank.
- ✓ Analyze the prospect in-depth, including peer group comparisons, before calling on the CEO.
- ✓ Improving the odds of getting that all-important CEO meeting.
- ✓ Predict the business "pain" most likely on the C level exec's mind.
- ✓ Position their solution squarely on that "pain."
- ✓ Differentiate themselves from "product pitch" sales people.
- ✓ Start thinking in terms of ROI and value drivers.
- ✓ Not get "trapped" at the selection committee or operational staff level.

Your sales rep will be perceived by the prospect C level exec as more knowledgeable and insightful, and very different from the typical vendor sales rep.

WHAT TOPICS ARE COVERED IN THE WORKSHOP?

The topic covered in the workshop give your sales reps the foundation to analyze and understand the financial and operational performance of their own prospects. These 10 topics are covered.

1. The Financial Language of the C Level

The need to understand and speak the financial language of the C level, and the ways sales reps can better position products and services, differentiate themselves from other vendors, and increase their credibility.

2. The Value of a Prospect Financial Analysis

The value of thoroughly understanding the financial picture of the prospect during the sales process.

3. Dissecting the Financials

A line-by-line review and "layman's" explanation of the balance sheet, income statement, and related financial reports of a bank.

4. Interpreting the Financials

The metrics used to gauge a bank's performance, including the key drivers of profitability and all the key ratios (and what they mean in plain English!), with examples and benchmarks for banks and thrifts nationally by asset range peer groups.

5. Sources of Financial Data

All the places where sales reps can get bank and thrift financial information, with specific focus on the FDIC web site.

6. Navigating the FDIC Web Site (Part I)

The FDIC web site is a treasure trove of financial information, and if a sales rep knows how to use it (and how to interpret the data) he or she can find out much about their prospect and potential areas of C level concern. In this session we go over the basics of getting data on a specific bank or thrift over multiple time periods and downloading that data to one of the nine financial models provided with the workshop materials.

7. Single Bank/Thrift Profile and Trend Analyses

Armed with what the financials mean and how to find the data, the workshop participants will undertake analyses of 2 – 3 of their own prospects. These will be done in real time so your sales reps can see exactly how the data is retrieved, put into the financial models, and then interpreted to help in their sales efforts.

8. Navigating the FDIC Web Site (Part II)

Next, we take a more advanced view of the FDIC web site to build customized peer groups, as well as more sophisticated capabilities, looking at branch data, and other options.

9. Peer Comparison and Bank Holding Company Analyses

The workshop participants will do one or two peer comparison analyses using both the standard and customized peer group capabilities of the FDIC web site, and prepare a profile of a Bank Holding Company.

10. Interpreting and Discussing Results

Putting all the pieces together to get a "picture" of the prospect, and ways to use the results to have a business issues discussion with the prospect at the C level.

Your sales reps will be able to prepare their own financial analysis of a prospect on an ongoing basis – including trends, peer analysis, ratio analysis, and interpretation of results so that they can position properly your company's products and services.

HOW IS THE WORKSHOP CONDUCTED?

Financial Fluency® workshop is delivered three ways for different sales organizations and different base levels of knowledge of the sales staff.

<i>Workshop Delivery Options</i>			
	<i>On-Site</i>	<i>Blended</i>	<i>Focused</i>
General Description	On-site, in-person workshop. Real-time examples and discussion of specific prospects Location of your choice	Web/conference call workshop Covers most of the same topics as the On-Site option, but example prospects must be pre-defined.	Web/conference call workshop Focuses on essentials only Gives sufficient knowledge to prepare and interpret a financial profile of a prospect
Timing	8:00 am to 5:00 pm with a two-hour break from 11:30 to 1:30 for lunch and calls	<u>Four hours</u> on the telephone either in one or two sessions (within one week)	<u>Two hours</u> on the telephone in one session
Topics (next page for details)	All topics as outlined on the next page.	Primary focus on: <ul style="list-style-type: none"> ▪ Basics of the financials ▪ Using the FDIC web site to get financial data. ▪ Using <i>Fluency Models</i>® ▪ Interpreting the results 	Primary focus on: <ul style="list-style-type: none"> ▪ Using the FDIC web site to get financial data. ▪ Using <i>Financial Templates</i> ▪ Interpreting the results
Best Fit Scenario	Sales execs not comfortable with bank and thrift financials Interaction among sales team would enhance knowledge	Sales execs not comfortable with bank and thrift financials Geography and/or schedules make on-site workshop difficult	Sales execs comfortable with the financials of a bank/thrift Main desire is to be able to apply financial knowledge in selling situations.
Advantages	Most information rich option Covers all topics Allows for more interaction Can do multiple "real" prospect analyses	Covers most of the topics Minimal time commitment Easy logistics	Least time commitment Easy logistics Works well when sales execs have a solid understanding of bank financials
Disadvantages	Requires sales execs come to a single location	Limits interaction Use pre-defined example prospects and peer group definitions (i.e., no real-time analysis of a prospect)	Limits interaction Use pre-defined example prospects and peer group definitions (i.e., no real-time analysis of a prospect)
Participants Receive (each is described below)	Financial Templates Financial Fluency Field Guide FDIC Web Site & Database User Guide	Financial Templates Financial Fluency Field Guide FDIC Web Site & Database User Guide	Financial Templates Financial Fluency Field Guide FDIC Web Site & Database User Guide

WHAT MATERIALS ARE PROVIDED TO MY SALES REPS?

Each participant in the *Financial Fluency*® workshop receives:

- **Financial Templates** – A series of pre-built Excel spreadsheets that use data downloaded from the FDIC database to produce insightful analyses of individual or groups of banks, thrifts, and BHCs. These templates allow a sales rep to prepare a financial profile, peer group comparison, trend analysis, and market share report of a bank/thrift and Bank Holding Company using data from the FDIC web site . . . with only a basic understanding of Excel needed.
- **Glossary of Bank Financial Terms**® – A handy reference of financial terms and explanations provided in “.pdf” format for printing or carrying on laptop.
- **FDIC Web Site & Database User Guide**® – A straightforward users guide in “.pdf” format to show both novice and experienced users how to get the most out of publicly available financial data from the FDIC . . . with plenty of “hyperlinks” that will take the user directly to the specific spot on FDIC web site when the guide is viewed on a PC connected to the internet.

For a confidential discussion about the *Financial Fluency*® workshop can benefit your organization, contact:

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