



Business Development for the Bank Officer

Monday, July 22, 2019

WIN THE BUSINESS DEVELOPMENT GAME

This seminar is designed to assist in the development of the skills and processes necessary to “WIN” the business development game. How do we differentiate ourselves from the competition? We will explore the development of personal sales skills and the qualities that successful sales people possess. There will be a thorough review of precall planning and documenting the sales process. This is a hands-on session with a strong tilt toward actionable ideas.

ON THE AGENDA

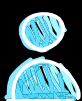
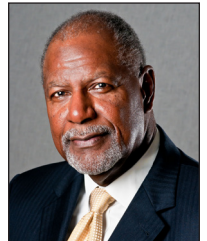
- Self-evaluation of your sales skills
- Building referral networks
- Developing an effective call plan
- How to conduct an information gathering call
- Cross-selling tools
- High quality customer service
- Making presentations (group & individual)

BENEFITS OF THIS SEMINAR:

- Increased Relationship Profitability
- Retention of Current Programs
- The Design of Incentive Programs
- Improve Customer Service

ABOUT THE INSTRUCTOR

David Kemp is the President of Bankers Management, Inc. (BMI), a nationally recognized company in financial services training and bank consulting. Mr. Kemp has more than 30 years of management experience in consulting, training credit administration and new business development. His areas of expertise include commercial lending, consumer lending, portfolio management, real estate lending, workouts, and director responsibilities.



WHO SHOULD ATTEND

- Branch Managers
- Marketing Officers
- Loan Officers



WHEN

Monday, July 22, 2019
9:00 a.m. – 4:30 p.m.



WHERE

Arkansas Bankers Association
1220 W. 3rd Street | Little Rock
501-376-3741

Arkansas Bankers Association Professional Development Department

1220 West Third Street | Little Rock, Arkansas 72201 | (501) 376-3741 | www.arkbankers.org

BUSINESS DEVELOPMENT FOR BANK OFFICERS **July 22, 2019**

Arkansas Bankers Association

REGISTRATION INFORMATION

Registrant #1 Name _____

Title _____

Email _____

Registrant #2 Name _____

Title _____

Email _____

Registrant #3 Name _____

Title _____

Email _____

Bank/Company _____

Address _____

City _____ State _____ Zip _____

Billing Contact _____

Phone _____

PAYMENT INFORMATION

Charge my: Mastercard  Visa 

Account Number _____

Name on Card _____

Expiration Date _____ CSC Number _____

(3-digit security code on back of your card)

If you would prefer to give us your credit card information over the phone, please call the ABA Professional Development Department at (501) 376-3741.

Note: Non-Members must pay with credit card or check prior to the event.

Email: kami.coleman@arkbankers.org

Fax: (501) 376-9243

Mail: Check Payable to
Arkansas Bankers Association
Professional Development Department
1220 West Third Street
Little Rock, AR 72201

ABA USE ONLY:

Registered: _____

Amount: _____

Received: _____

REGISTRATION FEES

ABA Members:

Early Registration Price: \$325; After June 24: \$375

Non-Members:

Early Registration Price: \$650; After June 24: \$750

Registration fees include continental breakfast, instruction, materials, refreshment breaks, and lunch. To receive a registration confirmation, please provide an e-mail address on the registration form. If you do not receive a confirmation within 48 hours, please check with the ABA.

HOTEL INFORMATION

This seminar will be held at the Arkansas Bankers Association. Should you need a hotel room reservation, a Locally Negotiated Rate has been reserved for your convenience at the following hotels:

Holiday Inn Presidential | (501) 375-2100

Group Rate: \$97 | Group Code: IL64N

Hilton Garden Inn | (501) 244-0044

Group Rate: \$119 | Group Code: N3197385

CANCELLATION

Register before June 24 10 if possible. Full registration fees will be refunded if a cancellation is received before July 8. No refunds will be given for cancellations made after July 8. Substitutions are welcome and encouraged. All cancellations and substitutions must be submitted in written format prior to the event.

MORE INFORMATION

- Registration will begin at 8:30 a.m. on July 22.
- Dress for the seminar is business casual. To ensure your comfort, please bring a jacket or sweater.
- If you have any special dietary requests, please contact the ABA Professional Development Department at (501) 376-3741.
- By attending an ABA event, you are consenting to the ABA taking and using your photograph and name for use in its marketing or promotional materials, news publications or website.

CONTINUING EDUCATION



Attendants qualify for 6 Continuing Professional Education (CPE) Credits in Specialized Knowledge & Applications in group-live training. No advance preparation is required.

The Arkansas Bankers Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.