



SALES EXCELLENCE BOOTCAMP

Helping Bankers Become Elite Business Developers

FACILITATOR

Joe Micallef, Grow Up Sales

JOE MICALLEF has been a successful banker and business developer for over 30 years, achieving record results year after year for his bank and his customers. In a highly competitive banking market, the secret to Joe's success has been to differentiate himself as a financial adviser so that his customers and prospects proactively seek to help them with all their financial challenges and goals. Many bankers struggle each year to achieve their growth targets and personal goals because they need to learn how to position themselves as valuable finance professionals.

Joe will share practical business development tips and tools to help you quickly grow your customers and win more business at the price you want year after year. Commercial bankers, retail officers, financial planners, and home lenders walk away from Joe's two-day sales boot camp with greater sales confidence and ideas to elevate their career success and more effectively grow their bank.

During this highly interactive, enlightening, and energizing two-day workshop, attendees will develop the following skills, behaviors, and beliefs:

DAY 1 / MARCH 30

Getting More Meetings

- Understand Personal Motivation & Build Sales Confidence
- Create a Powerful Target List & Value
- Proposition
- Develop a Better Prospecting Script & Cadence
- Consistently Gain More Quality Referrals
- Become a More Influential Networker

DAY 2 / MARCH 31

Winning More Customers

- Adopt a Better Sales Meeting Process
- Ask Powerful Questions
- Create & Present Compelling Proposals
- Closing Techniques & Overcoming Objections
- Develop a P.L.A.N. for Greater Success

AUDIENCE AND PROGRAM BENEFITS

This program is a must-attend event for all bankers in a business development role.

- Achieve an immediate return on investment that will include more customers, more rewards, and more job fulfillment.
- Receive a copy of Joe's presentations and a workbook filled with proven sales models, templates, and scripts to help them gain immediate results.
- Direct access to Joe Micallef for up to 30 days after the bootcamp to review their workbook exercises and discuss any specific sales challenges.

MARCH 30 - 31

IBA Center for Banking
Excellence **OR**
Live Streamed

9AM - 4PM
DAILY



SIGN UP

Member \$505 pp
Nonmember \$875 pp
Substitutions acceptable

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www.illinois.bank

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