



RETAIL

Pulling Strings for Non-Interest Revenue/Payments

Bob Koehler, Chief Innovation Officer, Strategic Resource Management

This presentation interprets the latest FED Interchange study, breaks down the data, and explains how to prepare your institution for what's coming next.

Transformative Branch Conversations

Jack Kasel, Sales Development Expert & Community Bank Specialist, Anthony Cole Training Group

Banking customer service expectations continue to rise and present greater challenges for banks to build trust and deepen relationships with the multitude of virtual channels. The gap continues to widen as depositors and lending clients shop competitive direct and non-bank options that have intensified the competitive bank environment. How does your bank compete and differentiate itself? It is not too late to 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 workshop will provide an approach to developing your people, who are the essential differentiator for your bank from the many digital options.

How to go from Good Service Provider to Awesome Finance Professional in 5 Easy Steps

Joe Micallef, Grow Up Sales

When asked what makes your bank different, most bankers reply with "customer service". But can you articulate what specifically makes your customer service better? Retail Bankers will learn how to better describe their bank's unique Service Mission and how to create unforgettable customer experiences by adopting Joe Micallef's simple Service Excellence Model.

The Total Bank Makeover: A Proven Plan for Growth and Profitability

Nick Arrigo, Senior Consultant, Haberfeld

Does your financial institution need a "total banking makeover?" If your organization is struggling to grow new, retail and business customer relationships, you just might! Are you looking to add younger generations of customers? Are you interested in learning how, why and when people switch financial institution as well as how to capture more of the switch? When growth isn't happening, it isn't simply a "marketing problem." Your entire organization must be focused on a strategy to change the outcome. In this thought-provoking session, we'll explore all the changes that need to be made to give your bank a "growth" makeover.

Renewable Deposit Sources

Steve Christenson, Ascensus

Ascensus brings a new vision to gaining market share to banks and credit unions. With increased interest rates and uncertain returns on alternate investments, savers of all ages are seeking stable sources for their accounts. Help consumers build long-term, consistent savings with your organization, foster strong customer relationships and become a trusted source of education and safety. Learn how IRAs and health savings accounts can help expand your share of the market.

MARCH 7-8, 2024
EAST PEORIA, IL

ILLINOIS.BANK/THEONECONFERENCE