

# Business Banking: Selling Treasury Management Services

## Video Script



Sell more deposit and cash management services by discussing cash flow challenges in sales calls. [VIEW VIDEO NOW](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation  
28B Junction Square Drive  
P.O. Box 1429  
Concord, MA 01742-1429  
978-369-4755  
[www.clarityadvantage.com](http://www.clarityadvantage.com)

Hi, Nick Miller, Clarity Advantage, welcome back.

This time, to talk banking – selling payment cycle and treasury management products.

This doesn't have to be that hard. Really! There are just three major things that we need to ask about: How do you receive payments? How do you manage your cash day to day? And, how do you make payments. That's it. Three things.

Now, underneath those, there's a bit more.

For example, asking the client, "How do you manage incoming payments from customers?" The client says whatever the client says. And then we ask, "So, how does that work? And then what happens? And what happens next? And what happens next, and what happens after that?"

And we are looking for two things: "Oooooo, that's a lot of manual work" or "Oh, you're taking a bit of risk there.... Is that okay with you?"

If it's manual work, that takes time, costs money, and creates errors.

Many payment cycle products and treasury management products can reduce the labor, reduce the time, and reduce the errors.

If risk is the issue...

There are other products and services that reduce risk, ranging from risk of loss to risk of misinformation to risk of delay.

The same would be true when we're talking about managing day-to-day transactions and payments to others.

We're looking at business processes: Where's the manual work? Where's the risk? How much time does that take? How much does that cost? Is that okay with you?

I've got a couple of ideas.