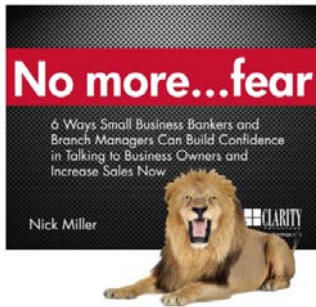


No more...fear

Overview



Through intense study of one industry (to begin), bank staff develop knowledge, networks, and new ideas needed to confidently engage business owners and address their challenges.

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.

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PROGRAM PURPOSES

Small Business Conversation Confidence, Increased Business + Consumer Sales

Branch staff and small business bankers can be deeply uncomfortable talking to small business owners. The result: missed sales opportunities, recommendations for the wrong products, and unremarkable client experiences.

No more...fear (an eBook) prescribes a path—activities that build knowledge and conversational confidence. Through **No more...fear** activities, bankers learn to:

- Develop deep knowledge of business challenges or opportunities in one or more business types.
- Recognize and describe application of their bank's products to address the challenges and opportunities.
- Answer customers' most likely questions about products or recommendations for change.
- Position themselves and their experience as part of the bank's solution.
- Structure engaging, productive, efficient conversations with business owners.
- Size businesses up for credit within well-understood parameters for credit applications.

Learning Activities

PREPARATION

Participants read the **No more...fear** eBook, which can be downloaded at www.claritynomorefear.com/ebook.php. Physical copies may be ordered from Clarity Advantage Corporation.

NO MORE...FEAR LIVE COACHING SESSIONS

No more...fear LIVE is a series of five one-hour sessions that add structure, accountability, and expert coaching to accelerate the strategies offered in the **No more...fear** eBook and boost results

Clarity consultants lead 60-minute small group sessions either on-site or via live webcast. The LIVE sessions can also be implemented internally by bank sales managers. The “home edition” of **No more...fear** LIVE is a CD that contains five meetings. Each meeting includes a set of Leader Notes and PowerPoint slides managers can use to fearless lead their teams through the **No more...fear** exercises shared in the eBook.

Meeting 1: No more...fear Kickoff

Choose a target industry or type of business.

- Introduction and overview of **No more...fear** approach and eBook.
- Launch **No more...fear** process.

Meeting 2: Go Deep with “Friendly” Informational Interviews

Pinpoint the critical business challenges and drivers in your target industries.

- Share “One” industry research during the meeting.
- Prepare for “Friendly” Informational Interviews.

Meeting 3: Develop Your Offering

Connect bank products to customer business challenges. Develop perspective: How do companies use them?

- Share “Friendly One” interview results during the meeting.
- Prepare to research business products.

Meeting 4: Accentuate Your Value & Structure Your Conversation

Position your value and lead productive discussion with business owners.

- Develop language that communicates value and benefits to business owners.
- Own the structure and direction of your business conversations.

Meeting 5: Size ‘Em Up for Credit

Incorporate your bank’s credit appetite into your conversations.

- Discuss all activities in “Size ‘Em Up for Credit”.
- Practice a conversation with a prospect.