For Commercial Bankers

Kick Off 2020
Fast, Focused, & On Fire!
Thursday and Friday, February 20 & 21, 2020
A Two-Day Interactive Sales Conference with Follow-Up Coaching Sessions
FAST, FOCUSED, & ON FIRE!

As competition grows fiercer both from banks and non-bank competitors, and margin pressure negatively impacts the bottom line, yesterday’s sales strategies certainly won’t give you a competitive advantage or improve profits. In 2020, you need fresh ideas, new approaches, and strategies to compete and win quality business in today’s market conditions.

By participating in our Kick Off 2020 Fast, Focused, & On Fire Conference you’ll leverage two pre-conference assignments to develop and hone several strategic areas associated with finding and closing quality new business, battling margin pressure, and generating more business from existing customers. You’ll hone your management and leadership skills enabling you to better develop and coach your lending teams. This conference is designed for and will benefit: Presidents, directors, sales managers, lenders (junior and senior), relationship managers, calling officers, business development officers and branch managers. Please bring your laptop to the conference.

Day One Focus: Pursuing Quality New Customers
Morning Focus: Developing a 2020 Optimal year of business blueprint
Throughout the morning you’ll be facilitated through an innovative and unique process designed to create a marketing plan for 2020, called “An Optimal Year of Business Blueprint.” You’ll develop a very clear understanding of the activities necessary to not just meet your 2020 sales goals but to exceed them.

Afternoon Focus: Generating quality new business opportunities
Discover how to hone your existing business development strategies and develop several new strategies for generating quality warm introductions. In addition, you’ll build a follow-up methodology to stay top of mind with prospects and customers while ensuring quality sales opportunities no longer “fall through the cracks.”

Day Two Focus: Generating More Business from Existing Customers
Morning Focus: Proven strategies for combating margin pressure
While margin pressure is real, it’s also created when bankers sound and sell alike. Did you know that 74% of bankers make the same, identical claims as the competition on sales calls? Learn how to strategically differentiate yourself and how to develop value-added strategies proven to help showcase the value you and your bank offer as a means of closing business with better margins.

Afternoon Focus: Deepening existing customer relationships
During this portion, you’ll continue to learn how to execute a consultative sales process and will be provided with an extensive library of questions proven to expand and deepen relationships with existing customers.

90-Day Action Plan
Bonus! You’ll receive a “roadmap” and action plan that’ll help you stay focused as you put these new ideas and strategies into practice. Working closely with your team, you’ll feel a meaningful lift in efficiency, effectiveness and most importantly, production.

Follow-Up Coaching Sessions
Because a training “event” alone doesn’t change behaviors, you’ll participate in two follow-up, 60-minute, webinar-based coaching sessions with Ray Adler designed to reinforce new behaviors.

- Coaching Session #1: 9AM Friday, March 6
- Coaching Session #2: 9AM Friday, March 20

ABOUT YOUR SALES CONFERENCE LEADER

Ray Adler is nationally recognized as one of the foremost authorities on sales culture evolution, leadership, and sales development in financial institutions. He is the CEO and President of San Diego-based BTI Growth Advisors, a management consulting firm that has been producing tangible improvements in financial institutions around the country for 19 years. Ray helps identify and implement the right strategic changes needed to take you and your institution’s sales efforts to the next level. Ray’s guidance is comprehensive and includes targeting and creating quality new commercial relationships, deepening existing relationships, and much more.

WHAT YOU NEED TO KNOW

Where: Federal Reserve Bank of Kansas City, Denver Branch, 1020 16th Street, Denver, CO.

Accommodations
There are numerous hotels in the downtown Denver area. The closest hotel to the Federal Reserve is Courtyard by Marriott, 934 16th Street Mall, 303-571-1114. IBC has not reserved a block of rooms for this conference.
Fast, Focused, & On Fire!
Thursday and Friday
February 20 & 21, 2020
8:30AM - 4:00PM Thursday and 8:30AM – 2:30PM Friday
Federal Reserve Bank of Kansas City, Denver Branch
1020 16th Street, Denver, CO

Personal Information (please print or type)

Name: _________________________________________________ Title: ________________________________

Name: _________________________________________________ Title: ________________________________

Name: _________________________________________________ Title: ________________________________

Bank/Company: ___________________________________________________________________________________

Address: _________________________________________________________________________________________

City/State/Zip: ____________________________________________________________________________________

Email: _________________________________________________ Phone: _______________________________

Pricing

Early-bird Option – register on or before January 31 and Save $75 (cannot be combined with promo codes)

☐ IBC Education Program Members $429* ☐ Each additional registrant from same organization $379
☐ IBC Members $479* ☐ Each additional registrant from same organization $429
☐ IBC Non-Member $599* ☐ Each additional registrant from same organization $549


* Significant discount for five or more participants. Call Maelynn, 303.832.2000, to discuss.

Pricing includes: Conference materials, continental breakfast, lunch, beverages, and breaks both days.

Bill Preference – Circle One: Invoice Check enclosed or Credit Card

To pay via credit card call the IBC office at 303.832.2000.

Email mlewis@ibcbanks.org

Fax 303.832.2040

Mail 600 Grant Street, Suite 640
Denver, CO 80203

Questions? Contact Maelynn Lewis at 303.832.2000 or mlewis@ibcbanks.org

Tax information
The IRS requires a notice on all registration forms to inform the registrants of the registration fee amount representing food and beverage that is deductible as an ordinary business expense. We estimate the food cost portion of your registration fee is $80. Under current tax law 50% of this amount is deductible as an ordinary business expense. Please contact your accountant or tax advisor for further details.

Cancellation Policy
Written cancellation must be received in the IBC office by Friday, February 7, 2020, and will be subject to a $175 cancellation fee.

NO refunds will be granted after Friday, February 7, 2020; however, a substitute may attend. The IBC reserves the right to cancel any program for which there is insufficient funds to cover the expense of the program. In the event of cancellation by IBC you will be notified by either phone or email.

Consent to Use of Photographic Images
Registration and attendance at, or participation in, IBC meetings and other activities constitutes an agreement by the registrant to IBC’s use and distribution (both now and in the future) of the registrant’s or attendee’s image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.