



Newsletter June, 2009

Make Sure You Close the Back Door!

You spend on average of \$250 to get a new client through the door. It costs about \$20 to cross sell them a new account. With increased competition, organic growth provides banks a way to tap into their existing customers to profitably deepen, broaden, and grow existing relationships. We can help you close the back door!



In the past decades, institutions have gone through a cost-reduction process in order to improve the bottom-line. Keeping expenses in line is part of the equation; however, to grow they have to turn to other methods. How can financial organizations pursue growth in an increasingly competitive environment where financial organizations are rapidly becoming a commodity? You guessed it! Organic Growth...Why? Core deposits only account for 9% of consumers' total financial assets; however, they provide 40% of financial services industry revenues, and translate to almost two-thirds of total industry profits according to PRNewswire. **Marquis** has strategies to help you identify best opportunities for organic growth while utilizing your MCIF and CRM technology.

Strategies For Retaining Existing Relationships

✗ **Generating strong, sustainable growth**

The quest for sustainable growth is a long term strategy that requires buy-in from the top. The terms "organic growth" and "growing core deposits" are not just the flavor of the month terms. If you can get senior management to make this your long term goal, it will be the first step in your future success.

✗ **Assign the best clients to your best people**

This is so simple but easily overlooked. Did you know that Neiman Marcus, Nordstrom's, and other high end retailers, have personal shoppers for their top clients? They know, that a small percentage of their customers drive their profits. For the banking industry, the top 10% profitable customers drive 150% of a bank's profits. Identify how many customers make up your top 1%. Start assigning them to your best sales/service people and track the efforts. MarketTrax and CallTrax can be of assistance with this. If done right, you should see an increase in cross-sales, average balance increases, as well as higher profitability over time. If that is the case, you can continue to expand this group to the top 2%, top 5% etc.

✘ **Manage clients one by one**

Customer Relationship Management (CRM) – such as referralTrax and CallTrax are critical tools for managing the needs of specific customers. They allow you to better cross-sell and retain customer relationships throughout the different life stages of the customer. Next product predictions can assist in identifying which products are best suited for the customer at the time.

✘ **Pay for results**

Motivate your staff by incenting their efforts. Make it simple! CallTrax and referralTrax can help you automate the process and keep up with the incentive payouts...automatically.

✘ **Consistently refine your strategy**

Continue to evaluate what is working for you and what needs more refinement. By doing so, you can improve your processes and become even more efficient and successful.

✘ **Consulting Corner**

Need help in developing and implementing an organic growth strategy? We can help you pull together a cross-selling strategy, help you implement it and then prove the results by tracking it! We can even help you design and implement an incentive strategy. Our team of experts will customize this strategy just for you. Please contact us at sales@gomarquis.com today!

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. We are here to keep you plant the seed and reap the benefits of organic growth! You can call us at 800-365-4274 for any questions you may have.

Sincerely,

MARQUIS