



## Newsletter March, 2009

### A Case for a Sales Culture

In a recent webinar session by the ABA on “Capturing and Retaining Market share in Troubled Times,” 54% of the people said that their 2009 performance goals are higher than in 2008. How are you going to accomplish this when most budgets have been reduced for 2009? You reach this goal by having marketing and sales work together! We can help!



In light of recent economic developments, it is safe to say that the banking industry is changing. The percentage of wealth in banks is decreasing, even though you might be seeing some increase in deposits due to stock market uncertainty. Some institutions have had some real issues with balance sheet items, and the government might have an increased role on financial institutions and how they can spend TARP/CPP money. With this in mind, institutions need to be

able to fund their own growth through existing relationships. Do you want to sprint light years ahead of your competition? To do so, more deals need to be closed in the pipeline, more products need to be sold to new customers (remember the first 90 days?), and cross-sell more to existing customers. **Marquis** is your solution to connect marketing and sales at your organization with MCIF and CRM tools such as MarketTrax and CallTrax.

#### **X** Shift to Needs Oriented vs Product Oriented

For so many years, we have been pushing products to our customers thinking this will help them understand what products the organization offers. Better understanding the needs and wants of your clients will improve your cross-sales ratios. This will help determine their personal and business needs. It will help anticipate related products that will benefit them as well as the consequences of not using a service. Develop some questions that focus around the clients needs.

#### **X** Create Your Value Proposition

You need to answer the following questions for the customer. What do you sell? Why is this a good choice for me? What is your expertise and knowledge? What is your reputation? How easily can I do business with you?

Ask yourself, "Why should a client do business with you instead of the competition?" Create your value proposition around these questions. Keep in mind, being local does not add value. The value is that you can move faster and be more flexible than the other guys.

✘ **Become an Advisor to your Customers**

When you earn the trust as an advisor, you can offer almost anything and the client will seriously consider it. Focus on the relationship, the overall growth of the relationship, the client's long term needs and wants. At this point, selling more becomes a bi-product of your relationship with the client.

✘ **Track Results**

There are many ways you can track this information. Using MarketTrax/ExecuTrax as your MCIF, marketing can track overall relationship growth over time. With referralTrax/CallTrax as your CRM product, you will be able to record the more detailed conversations you have with your client regarding immediate needs, upcoming needs, clues, and lifestyle of the customer. Evaluate your pipeline for higher closing ratios and better cross-sales opportunities.

✘ **Train Your Sales Staff**

Help them ask better questions, differentiate your organization from the competition, understand what it takes to become an advisor to clients, and help them more efficiently use the tools they have.

Training isn't just a one day event. Training is an ongoing process that is reinforced through coaching opportunities. In sports lingo, if you train occasionally, you grow sore, if you train regularly, you grow strong! This will allow you to leap ahead of the competition.

✘ **Consulting Corner**

Need help with further ideas on how to use MarketTrax or CallTrax more effectively? Need assistance in building a training program for your organization? We can assist you in a variety of ways. Our team of experts will identify the best usage based on your institution's strategic objectives. Please contact us at [sales@gomarquis.com](mailto:sales@gomarquis.com) if you'd like to outperform in 2009!

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. Call us at 800-365-4274 for any questions you may have.

Sincerely,

**MARQUIS**