



Preparing for Teleconsulting Calls During Campaigns

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Bank Goal – \$40,000,000

Your Branch Goal is \$822,000

About the Premium Money Market Account

- \$1,000 opening balance
- Interest Rate Increases
 - \$5,000–\$9,999 = .05%
 - \$10,000–\$24,999 = .15%
 - \$25,000–\$49,999 = .20%
 - \$50,000 or greater = .25%
- Minimum Balance Requirement is \$5,000 average daily balance
 - Service charge is \$10 when below \$5,000
- Write up to six checks per month
- Six withdrawals or transfers per month
 - Free access through Our Organization ATMs and online banking
- Free Online Banking
- E-Statements



Premium Money Market Campaign Teleconsulting Blitz

- Review needs assessments for those who have funds at other organizations.

1.

2.

3.

4.

5.

Pre-Call Preparation (less than 24 hours before the call)

1. Analyze the Data

2. Develop a Plan (the focus of the call)

3. Entry Line for a Product Campaign

- a. Greet the customer using their name

Good Morning, Mr. Edwards.

- b. Identify yourself (title, organization, and location, if appropriate)

This is Cindy Griffith, your Cohen Brown Financial Institution personal banker at the State Street Office.

- c. Explain the purpose and the benefit of the call

I am calling today to provide you with an opportunity to make more money on your accounts.

- d. Reference lead data and confirm accuracy

The last time we met you indicated you have a \$25,000 certificate of deposit coming due the first of next month at Bank of America. Is this correct?

- e. Ask to discuss the lead by linking it to the customer's financial goals and objectives

You indicated these funds are for a special trip the summer your wife and you retire. How would you like to earn a little more on those funds for this trip?

- f. Provide a time frame for the call

If you have about 10–15 minutes I would like to tell you more about this account and make sure the information I gathered on your last visit is still correct. Shall we chat now?

Entry Line for a Product Campaign

- a. Greet the customer using their name

- b. Identify yourself (title, organization, and location, if appropriate)

- c. Explain the purpose and the benefit of the call

- d. Reference lead data and confirm accuracy

- e. Ask to discuss the lead by linking it to the customer's financial goals and objectives

- f. Provide a time frame for the call

Probing Questions

	Must Ask (X)	Leak Into Conversation (X)



Anticipated Objections:
Brainstorm

1. 2. 3. 4. 5.	Category No Need Distrust Inconvenience Don't Understand
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Overcome Objections Responses

1. Brainstorm Objection Assignment:

Top Five

- 1.
- 2.
- 3.
- 4.
- 5.

Bullet Points to Top Five:

- 1.
- 2.
- 3.
- 4.
- 5.

First-Person Script:



Overcome Objections Responses

2. Brainstorm Objection Assignment:

Top Five:

- 1.
- 2.
- 3.
- 4.
- 5.

Bullet Points to Top Five:

- 1.
- 2.
- 3.
- 4.
- 5.

First-Person Script:



Michael and Mary Edwards

- Ages 62 and 61
- Moved to your area one year ago and opened a checking account at your organization as it was close to their home and was recommended to them by their real estate agent

The Edwards have the following accounts at your financial institution:

- \$5,500 average balance in a checking account
- Credit Card
- Debit Card
- Online and mobile banking
- Current home purchased at \$450,000; mortgage of \$150,000 with your organization
- \$48,000 average balance in savings

They also have:

- Four certificates of deposit at Bank of America (one for \$25,000 due the beginning of next month and the other three totaling \$150,000 due in six months); these are marked for travel at retirement
- \$950,000 in investment accounts at Edward D. Jones

Michael is a busy executive who prefers not to come into the branch. Mary is a retired teacher.

Mary spoke with Sandy Minor, one of your investment specialists, concerning a large inheritance from the estate of Mary's mother. This was three months ago.