

# Winning At Prospecting—Building Value, Earning Trust

## Overview



Bankers develop confidence and a clear, strong sense that they and their bank products (beyond loans) bring value to the table and that they have the “right to be there” with business owners, engaging with them to help solve problems.

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:

#### Increase Bankers Confidence to Prospect

**Building Value, Earning Trust** boosts participants’ prospecting confidence by focusing on:

- Business owners’ business financial challenges and their impact.
- Bank products’ capacity and value to address the challenges.
- Expressing to business owners the value of change (and bank products) to improve business operations.
- Responding to the momentum killer, “Why should I listen to you?”

#### Learning Activities – Pre-Work, Classroom

##### PRE-WORK: PRODUCT KNOWLEDGE REVIEW

Working individually or with their work teams, participants review (or expand) their knowledge of six to ten core business banking products, using bank resources to develop personal job aids that capture for each product:

- How does the product improve business operations (what does it do)?
- How do business owners perceive the value of the improvement (e.g. reduce time required for specific tasks, reduce cost, increase available cash, enable better decisions faster)?

##### CLASSROOM

During the half-day classroom session, participants complete a series of small group learning activities, practices, and discussions through which they:

- **Grasp the Magnitude.** In table groups, participants examine a richly detailed visual portrayal of business owners’ “race against time”—their often overwhelming array of tasks, challenges they face, tradeoffs they make, their family strains. Together, participants identify “what’s not going well.”
- **Recognize the PAIN.** Participants learn the acronym, PAIN—Pressure, Anxiety, Irritation, and Nerves. Referring to business owners’ challenges, they express business owner PAIN in specific terms (e.g. “missed client deadline” or “pays too much” or “lost opportunity to meet prospect”). Using statistics from a recent survey, the workshop facilitator suggests that the root of the business owners’ PAIN is “tasks and time,” which is what the participants should be seeking to help business owners solve.

- **Frame a Story.** Participants use Clarity’s “Value Link” tool to analyze business owners’ situations and create story lines that link business owners’ PAINs to core bank products that relieve them.
- **Express Possibility.** Participants learn and practice a “Value Link” conversation through which they express a business owner’s current situation, the possibility for a change, and the value of the change.
- **Position Themselves and The Bank.** Anticipating the question, “Why should I listen to you?”, participants learn and practice a conversation to position themselves and the bank with prospects:
  1. *What I Do:* Describes who I am and the impact of my work with business owners (i.e. “I help business owners manage their time and their cash so that their businesses run smoother.”)
  2. *How I Do It:* Focuses on the payment cycle as a framework to describe “how” (i.e. “I focus on each step of the payment cycle, looking at business owner steps and tasks, and then applying tools to reduce the steps and the time.”)
  3. *For Example:* Portrays a past success working with a similar business challenge or business—their situation, their challenge, the solution, and the value outcome.
- **Review The Confidence to Prospect.** Participants sum up the value they and the bank can bring to a prospect and the reasons why they can feel confident and proud when connecting with prospects.