



Thoughts About Desperate Times During Festive Holidays

“It Came Upon a Midnight Clear...” This thought’s from several conversations with bank executives where we were doing sales training. The “desperate times” are that today banks 1) face more serious spread compression than ever before, 2) acknowledge it has been challenging to meet goals for years, 3) have done all they can do to increase income by ALCO restructuring, and 4) have cut as much as they can.

The “desperate action”? Sales Training! Service Training! Staff Development! Sales Management Training! Here’s what one of our clients said: “The only way to be prosperous is to generate more business from our clients and compete strongly for new clients. What else can we do?”

“I Wonder as I Wander...” Community bank commercial lenders (the primary drivers of profitability in most banks) are struggling. One senior lender said, “We have had our best new business year in the last five – but our footings went down and so has our average yield.” He has a positive spin – he has had a great sales year. Many community banks have not been able to generate the new business at the level they need to prosper. The lenders have to sharpen their sales skills like never before – they have to get better at selling: selling based on values beyond rate or selling deals that no one else will do. The old model of commercial loan sales isn’t working. Isn’t it the definition of insanity to expect different results from the same old behavior?

“Rockin’ Around the Christmas Tree...” We’ve been pleased with the increase of sales and service and management training to our product mix. There were a few years when banks

weren't spending as much on staff development - especially those "soft subjects." What was "desperate action" – fear-based need to increase revenue through sales because other avenues were closed – has now morphed into ongoing sales process systems. Smart.

"Happy Holiday! Happy Holiday! While the merry bells keep ringing, may your every wish come true!" We hope that you have had a great 2017 and that you will have an even better 2018. Every year presents its challenges and successes: We want to be part of it all with you. Please contact me to set up sales, services, and staff development training, coaching for the new year. www.pohlconsulting.com