



## News Release

### **BAI Launches Sales Performance System**

**New Offering Develops Frontline Staff to Better Assess Customer Needs and Drive Revenue for Financial Institutions**

**CHICAGO (April 8, 2009)**

BAI, the leading provider of information and intelligence to the financial services industry, announces the launch of a new professional development system. The BAI Sales Performance System is designed to help community banks and credit unions improve the performance of their frontline personnel. With highly skilled and knowledgeable tellers, personal bankers and managers, financial institutions can strengthen customer relationships and increase revenue, according to BAI findings.

The BAI Sales Performance System is a core component in BAI Learning & Development's initiative to expand its well-known training and compliance programs to emphasize workforce productivity and performance. In keeping with a holistic approach, the BAI Sales Performance System provides a suite of online, self-paced training tools targeted specifically for tellers, personal bankers and managers. The tools are designed to help build stronger sales skills by enabling employees to better assess customer needs and identify opportunities to meet those needs.

#### **Immediate Application to Real-Life Challenges**

A major differentiator in this new approach to professional development is an emphasis on learning by doing. High-impact simulations present real-life challenges for users to apply and practice new skills. Intensive online coaching and feedback foster improvement while building confidence in frontline staff to use newly acquired behavior in their daily work environment.

The comprehensive training is designed to make it easy to develop critically needed sales skills throughout the organization. Individual programs dedicated to tellers, personal bankers and managers are arranged in brief online segments. Approximately 30 minutes in length, each session is divided into three parts: "learn by doing" scenario, tools and assessment.

- Tellers learn key sales behavior, such as meeting the customer’s additional need, identifying and understanding the additional need, and making the referral to a personal banker for a value-added solution.
- Personal bankers enhance critical conversation skills such as listening and questioning and learn how to position value-add solutions that create exceptional value to grow revenue and strengthen relationships.
- Managers learn to use a developmental coaching methodology with their staff so that tellers and personal bankers can eventually self-coach and remove their own obstacles to making referrals and cross-selling.

### **Enhanced Customer Experience. Improved Economic Results.**

The timing of the launch is particularly beneficial as the need for highly skilled frontline personnel is critical in today’s market conditions. “With the current economic situation, there is a lot of money in motion right now,” says Paul Robert, Director of Business Development for BAI Learning & Development. “This is a great opening for financial institutions to solidify relationships and gain wallet share. The key is to maximize the service levels to both new and existing customers. To accomplish this, all levels of frontline staff must be focused on enhancing the customer experience and driving new revenue through the door. Otherwise, those revenue dollars will be going to some other bank, credit union or financial institution.”

BAI studies show that enhancing the customer experience in frontline environments directly relates to improved economic results. Consumers rate “knowledgeable and trained staff” as one of the top two criteria for choosing or maintaining a banking relationship. That same research also confirms that customer relationships are built through a series of consistently executed experiences in both routine transactions and higher-value sales-oriented interactions.



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### **Speed and Convenience of Online Learning**

With the BAI Sales Performance System, financial institutions have the online learning tools to instill consistent sales behavior in their frontline employees. The complete training system provides just-in-time support tools and planners as well as an interactive assessment test, feedback and scores, and a personal development plan.

“The online learning tools are quick and simple to use and can be accessed anywhere, anytime. This method has become a proven and very accepted delivery channel for acquiring new skills, and it’s easy for both employees and management to use,” says Mr. Robert. “With this approach, a financial institution can almost simultaneously focus on all frontline staff – whether it’s at the teller, personal banker or manager level. By developing sales skills in their personnel, a community bank or credit union can create the culture to truly optimize the customer experience at their organization.”

### **Industry-Leading Professional Development System**

To bring this award-winning professional development solution to the industry, BAI partnered with Richardson, one of the world’s premier sales training and consulting firms with deep roots in Financial Services spanning more than 30 years. The BAI Sales Performance System, powered by Richardson, combines the expertise and leadership of these two well-established organizations.

“By joining together, we can offer this unprecedented training to community banks and credit unions,” says David DiStefano, President and CEO of Richardson. “With BAI’s leadership position and knowledge of the financial services industry and our expertise in sales training platforms and skill development, we are setting a new standard for professional development. Our partnership will enable financial institutions to effectively enhance sales behavior in their frontline staff and grow revenue dollars.”

Richardson’s training platform recently won the distinguished 2008 *Vendor Innovation* award from Bersin & Associates Learning Leaders® Program. This recognition honors innovative approaches that make training more efficient and effective. During the last 30 years, Richardson has trained more than three million professionals in the classroom and online and currently has 220,000 online learning users. The company delivers customized blended training solutions, coaching and consulting to build world-class sales teams. BAI,



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itself, is a leading provider of resources for the financial services industry. Through its Learning & Development business, BAI focuses more broadly on the mission to combine industry knowledge and expertise with powerful tools and solutions to help financial institutions improve employee and business performance.

### Learn More – Attend Complimentary Webinar

[Click here](#) to sign up for a free Webinar demonstration on the BAI Sales Performance System. **All Webinar attendees will be entered into a drawing to win a complimentary registration to the upcoming BAI Retail Delivery Conference & Expo— November 4-6, 2009 in Boston.**

### About BAI

BAI is the financial services industry's partner for breakthrough information and intelligence needed to innovate and stay relevant in an evolving marketplace. For more than 80 years, BAI has focused on advancing the industry by offering unbiased education and research. BAI's offerings are as diverse as the industry, and include premier events such as BAI Retail Delivery Conference & Expo, ground-breaking research and performance metrics, professional learning and development programs, and in-depth editorial coverage through *BAI Banking Strategies*. Visit [www.BAI.org](http://www.BAI.org) for more information.

*BAI is Bank Administration Institute and BAI Center.*

### About Richardson

Richardson develops customized and comprehensive sales training and performance improvement solutions for sales, sales management, and customer service professionals that integrate with an organization's business strategy, sales challenges, and overall vision to improve sales skills, increase performance, and drive results. The company's 30-year dedication to changing the behaviors of sales professionals and innovation has made Richardson one of the largest global sales training and performance improvement providers today. Clients around the world choose Richardson for their "go beyond" approach and broad platform of customizable sales training and technology solutions. Visit <http://www.Richardson.com> for more information.

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