Break Your Bank’s Sales Cycle

Insights from Tom Hershberger, CEO, Cross Financial, 2020

Okay, maybe your bank doesn’t have a sales cycle, but you do something to connect customers with solutions. Your focus might be operational effectiveness, it might be compliance, maybe some limited selling. Whatever your cycle was previously, it has been interrupted. That provides an opportunity to press the reset button and retool your delivery channels to look beyond accurate transactions. It’s time to move to a new cycle. A cycle that emphasizes a deep relationship with customers. A relationship help cycle.

Transaction Culture

Think about what just happened. For basic transactions, bank customers have learned to use drive-up facilities, customer service hotlines, online banking, automated teller machines and mobile banking. They have discovered effective ways to complete their transactions. Something the banking industry has desired for years. Mission accomplished.

Think Different

Consider the Apple tagline, Think Different. It’s a direct challenge. For banks, it’s time for us to think differently about how we utilize delivery channels and the customer knowledgebase embedded with our frontline employees. The employees closest to the customer know who is experiencing a challenge, celebrating a victory, or simply in need of more information. A relationship help culture is going to leverage that touchpoint and turn it into an appropriate solution. Helping customers as they return to more normal daily activities is the perfect place for a community banker. Retool your operations, compliance, and sales cycles to help your customers. They will love you for it.

Be a leader - create a relationship help culture.

We’d like to hear from you. Send your feedback and thoughts to tom@crossfinancial.com.