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BAI SmartTactics™ Conferences for Profitable Retail Delivery

**Conference for
Branch Delivery &
Sales Management**
May 23-25, 2005

Keys to Mobilizing Front Line Sales

Les Dinkin, Managing Director, Novantas LLC

Peggy Milbourn, Senior Vice President, Bank of America Corp.

As major institutions grow in size and complexity, senior managers in retail branch and small business banking face a rising challenge — how do they win widespread support for tactical initiatives that span hundreds or even thousands of branches? This session explores the management dynamics of rolling out centrally generated campaigns, with emphasis on eliciting the full participation of front-line managers and staff.

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