

THE in-state forum for retail bankers

55th Annual Retail & Small Business Banking Conference

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Accelerating Branch Small Business Sales Growth

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Small business want to do business with the branch, but few branches are able to adequately service the needs of the business. This interactive session will draw on detailed small business success stories and best sales practices to highlight how high growth small business-focused branches are different from their competitors. Hear winning ways to ramp-up branch small business sales prowess and sell to the business owner as well as the business.