

A large, light blue silhouette of a world map is centered in the middle section of the page, serving as a background for the main text.

## Why Bank With Us?

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**Vision, Mission, Values, Benefits – What are the key words used at your organization?**

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**Your Personal Vision**

Why is it great to be a part of the financial services industry?

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Why is it great to be a part of our bank?

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Why is it great to work with my team?

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Why is it right for our clients, our employees, and our stakeholders to be committed to the core values, mission, or vision?

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Put It All Together

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## Selling Beyond Price – Creating a Differentiation Statement

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### Big Five Financial Services Benefits

Make \_\_\_\_\_

Save \_\_\_\_\_

\_\_\_\_\_ Money

\_\_\_\_\_ Money

Save \_\_\_\_\_ or Offer \_\_\_\_\_



**Sell Yourself**

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**Sell the Bank**

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**Include a Product or Service (with a benefit)**

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**Put It All Together**

Ruled area consisting of 20 horizontal lines for writing.

## Elevator Speech

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“I am in the business of finding ways for my clients to financially improve their lives. I am still on a high about a client for whom I was able to find a way to save \$1,000 month, \$12,000 or more over a year.”

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## Today's Take Aways

More	
Better	
Different	
Less	

