

A light blue silhouette of a world map is centered on the page, serving as a background for the main title. The map shows the outlines of the continents in a darker shade of blue against the lighter blue background.

Why Bank With Us? Workshop for CBAO Manager Follow-Up

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One of your employees recently attended a workshop titled “Why Bank With Us?” which focused on creating individual vision statements and differentiation statements.

- **Ask the employee the Big Five Financial Services Benefits.**
Make Money, Save Money, Lend Money, Protect Money, Save Time or Offer Convenience.
- **Ask the employee about their Vision Statement.**
- **Ask the employee to share their Differentiation Statement.**
- **Ask the employee to share their Elevator Speech.**

