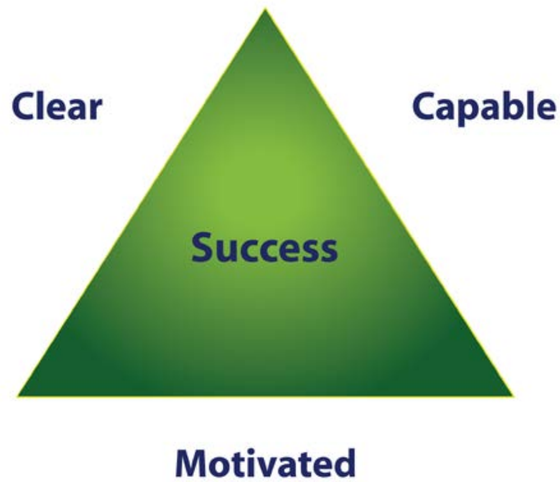
Extraordinary Sales Leadership *("ESL")*

LEADERSHIP SOLUTIONS

Extraordinary Sales Leadership is a revolutionary approach to training the best sales leaders and sales managers in the financial services industry. The program lays the foundation for a successful sales culture by teaching a Ten-Step Leadership Model that applies to any business environment. The processes and techniques enable managers to positively change and manage the sales behaviors of all bankers on a daily and weekly basis. Managers leave the training with proven skills and tools that result in increased revenues and increased client satisfaction. Participants will be asked to build an Action Plan throughout the program for each of the key steps of the Ten-Step Leadership Model, and they will be able to implement this Action Plan immediately after completing the program. A major emphasis in the program is on Structured Coaching Techniques. Techniques are supported by tip sheets that answer specific "how-to" questions regarding implementation of key ESL concepts. The 10 modules of ESL cover the following topics:

- **Introduction**

  Initiates participants to fundamental models that lay the groundwork for positive change in the sales behaviors of bankers and ensures a successful sales culture. These fundamental models include
  - The Opportunity Triangle
  - Four Kinds of Behavior Changes
  - Financial Physician Model
  - The Success Triangle℠
  - Three Parts of a Sale

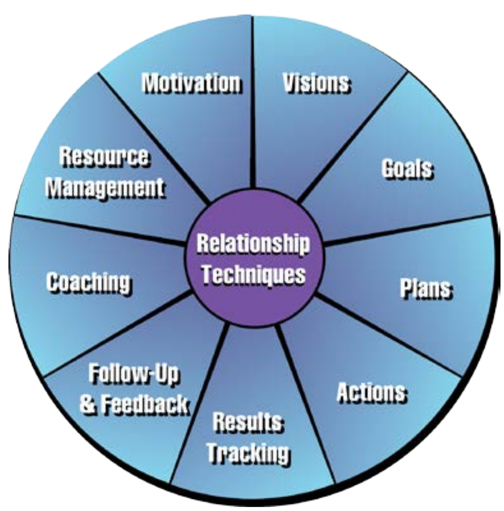


- **Module 1: The Big Five Concept**

  Teaches participants a hands-on approach that first orients managers and bankers to fundamental principles and then teaches specific techniques for converting strategic concepts into action plans.
  - Fundamentals of the Big Five
  - Techniques and principles of the Big Five
  - How to conduct Big Five Implementation Workshops
  - How to debrief using the Pyramid Technique

- **Module 2: The Ten-Step Leadership Model Overview**

  Provides a brief introduction and overview of the 10 components of the Leadership Model:
  - Visions
  - Goals
  - Plans
  - Actions
  - Results Tracking
  - Follow-Up & Feedback
  - Coaching
  - Resource Management
  - Motivation
  - Relationship Techniques



- **Module 3: Visions**

  Teaches participants the importance of creating a vision for their employees and themselves, and how to communicate and implement that vision.

- **Module 4: Goals**

  Teaches participants to clarify their expectations and manage them daily and includes the following key concepts:
  - Three Components of Goals
  - Financial (Performance) Goals
  - Action Goals
  - Goal-setting

- **Module 5: Plans**

  Teaches participants the importance of planning, with a special emphasis on
  - Two-Ways Plans
  - Planning your day to integrate sales and service activities
  - Planning actions that will increase results

- **Module 6: Actions**

  Introduces participants to the Six Sales Activities:
  1. Reactive Selling
  2. Tag-On Selling
  3. Conducting the FiNAP®
  4. Proactive Teleconsulting
  5. Cross-selling
  6. Prospecting

  Note: Actions listed above are taught in detail in Cohen Brown's sales-and-service programs.

- **Module 7: Results Tracking**

  Teaches participants the importance of daily tracking and the relationship between tracking goals and bottom-line results.

- **Module 8: Follow-Up and Feedback**

  Teaches participants specific techniques for using positive reinforcement to motivate and provides methods for handling non-performance. Module 8 includes the following sub modules:

  - **Briefing and Debriefing Techniques**
  - **Proven Best Practices Cross-Pollination**
  - **Positive Reinforcement**

- **Module 9: Structured Coaching**

  Teaches participants structured coaching techniques to enhance performance and build confidence and includes the following sub modules:

  - **Sales Meetings** – Includes video-based demonstrations for all lines of business. Sales meetings always end with a commitment to “do” something.
  - **Clinics Overview** – Clinics are interactive sessions that prepare managers and bankers to successfully handle any in-person or telephone interaction.
  - **Scriptwriting Clinics** – Develop and personalize scripted first-person presentations for use in all client/prospect situations. Managers and bankers are taught to communicate clearly and effectively in all interactions.
  - **Objections Clinics** – Focuses on anticipating, gathering, and overcoming client objections.
  - **Additional Clinic Issues**
  - **Rounds** – Borrowed from the medical profession, rounds are a proven method for enhancing the conceptual sales thinking and abilities of your bankers. A case study approach enables bankers to analyze data from real-life cases to determine appropriate financial recommendations or closing actions.
  - **Additional Structured Coaching Techniques** – Includes Distance Management techniques, with an emphasis on telephone techniques, for managing multiple locations with success.

- **Module 10: Additional Concepts**
  - Resource management
  - Motivation
  - Relationship techniques
  - **Sub Module: The Sales Leadership Week in Review**
  - Implementation Action Plans

Structure:

ESL includes high-impact video and interactive exercises organized into separate modules. Initial presentations are typically conducted over two consecutive days; however, the modular format allows for flexibility in scheduling both initial rollout and subsequent reinforcement training. ESL utilizes Cohen Brown’s proven leader-led methodology, supported by DVDs and a comprehensive Leader’s Guide and Participant Workbook.

Participants:

Branch managers, branch operations managers, senior managers above the branch level, and all others with managerial responsibilities, including team leaders, should attend ESL. The program was produced before an audience of retail and commercial banking managers; however, the techniques are applicable to managers in any sales-and-service situation.