

RMA OC 2021 EDUCATION WEBCAST

- BUILDING LIFETIME CLIENT PARTNERSHIPS THROUGH BEC -

BEST PRACTICES IN BUILDING LIFETIME BANK TO BUSINESS PARTNERSHIPS...
 TIPS, TOOLS AND TAKEAWAYS WITH JACK HUBBARD

EVENT DETAILS

TUESDAY, MAY 25, 2021
 1:00 PM - 3:00PM



\$40 REGISTRATION

REGISTER ONLINE AT:
<http://bit.ly/RMAOC-5-25-21>



ABOUT THE PROGRAM

Today more than 2500 bankers are using the Remote Relationship Development program to better understand how to have conversations in a virtual setting. YOU WILL NOT WANT TO MISS learning about these new practices in selling and relationship management from Jack Hubbard!



Jack Hubbard
 Chief Experience Officer
 St. Meyer & Hubbard

BEC: Blended Environment Conversations

The forever normal in bank to business selling

- The 5Cs of BEC (not the ones in credit)
- An overview of BEC and a dive into Virtual Selling from four perspectives | *Technical | Conversational | Partners | Leadership* |
- LinkedIn and the sales process: Attraction, Education and Engagement
- Success Practices – practical tools, tips and takeaways

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QUESTIONS? CONTACT: VICKI PHILLIPY

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RMA OC 2021 EDUCATION WEBCAST SPEAKER BIO



Jack Hubbard *Chief Experience Officer*
St. Meyer & Hubbard

Named one of the nation’s top 100 most trusted business leaders by Trust Magazine, Jack Hubbard has shared his passion for what it takes to build trust-based sales initiatives for six decades. With more than 70,000 bankers personally trained and coached, Jack is one of America’s most sought-after facilitators.

An author, lecturer and classroom instructor, his expertise and out-of-the-box thinking put him in great demand when the subject matter is sales and sales management in small business and commercial banking. Jack’s humorous style and street savvy approach have taken him to 49 states where he has served as keynote presenter for state and national banking associations. Hubbard also served 32 years as an award-winning faculty member of ABA’s School of Bank Marketing and Management.



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