

Banking Client Brief

OVERVIEW

First National Bank of Elk River is a family-owned community bank that was established in 1902 in Elk River, Minnesota. Today, they have four full service offices in Elk River, Anoka and Rogers, MN and offer a complete array of banking and investment services to both business and individual clients. The bank currently has 60 employees.

Challenges

- Establish a culture with a common language
- Create a process to help identify and understand the needs of the customer
- Help key bank decision makers understand how to better assess potential clients as it relates to the risk the bank is taking
- Build cross-selling skills and positive attitudes about selling to existing clients
- Desire to instill continuity across all departments and areas of responsibility

Programs and Participants

First National Bank of Elk River introduced Integrity Selling® two years ago.

Year 1 Initial integration was focused on senior management with five business & commercial bankers, two financial advisors, senior retail bankers and the senior management officer participating in the course.

Year 2 The second year of implementation included the retail bank staff – including banking lenders, the mortgage originator, all customer service representatives and some of the sales staff. The bank has also adapted the process to include a shorter training session for those employees who do not directly interact with customers.

“We are one-third of the way through our journey”, says Chad Vitzthum, Lead Market President. “Our next step is Integrity Coaching.”

Impact

Already on a path of positive sales and growth, First National Bank of Elk River credits Integrity Selling® for their ability to better manage this growth. New employees as well as veteran bankers like the practical application of the program and the value they get from it. An added benefit has been the learning's from the Behavior Styles portion of the program and the impact it has had on their personal lives.

“First National Bank strives for amazing long-term customer retention by utilizing Integrity Selling® to meet our customers' needs with local decision making. We work to effectively communicate expectations allowing clients to accurately anticipate and adjust when financial performance is not according to plan. This gives the client the best opportunity to manage their business with minimal disruptions and surprises from the banking relationship. It also allows them to focus their energy on growing & managing their business to the best of their abilities.”

Chad Vitzthum, Lead Market President