

# Making Value the Currency of Your Sales Approach

## THREE TYPES OF CUSTOMERS



### Dissatisfied

- 48% tell friends personally about the experience
- are more likely to post on social media about a negative experience than a positive one.



### Rationally Satisfied



Say they are satisfied but...



only 4 or 5 will buy again



### Emotionally Satisfied

- will buy multiple products
- are willing to pay more than alternative products and services offered by your competition
- endorse your organization to other people

**The ability to create emotional bonds with your customers is the X-factor that drives customer loyalty.**

How do you maintain a competitive advantage in an increasingly commoditized marketplace?

J.D. Power recently reported that retail banking customer satisfaction increases 23% when customers are offered advice/guidance that completely meets their needs. And 69% of customers who receive advice from their banks act on it.

The banks and credit unions that understand their customers' and members' wants, needs and level of satisfaction with their services will always win out over the latest marketing tactics or easily duplicated products and service. Ultimately, your advantage comes down to the value you bring your customers and members, and that starts with your front-line employees.

*Without a robust foundation of exceptional customer value creation, you will be vulnerable to competitive threats from all sides.*

“Above all things, banking and financial services customers say they want to interact with friendly and helpful staff. So, don’t leave your customer interactions – whether physical or virtual – to chance.”

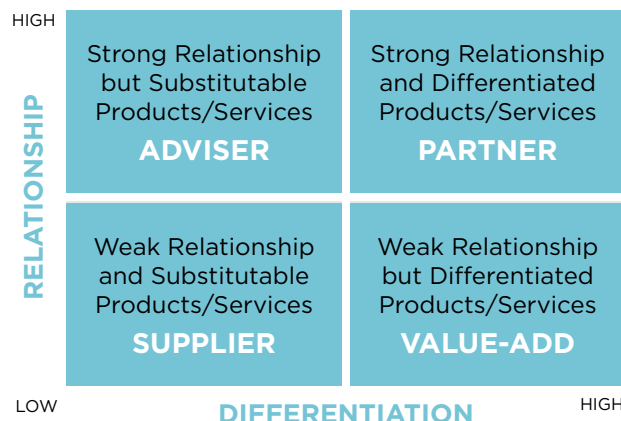
— Sitel Group, *6 Customer Experience Trends in Banking in 2021*

“Most banking customers are looking for ways to grow their money but aren’t sure where to begin. This gives banks the perfect opportunity to improve the CX by pairing customers with in-house advisors who can provide advice tailored to each customer’s needs.”

— Hitachi Solutions, *10 Banking Customer Experience Trends to Watch in 2021*

## THE VALUE SEGMENTATION MODEL

Your competitive advantage lies in your ability to build deeper trust-based partnerships that add value:



**Supplier** and **Value-Add Customer Relationships** are vulnerable to an offer of equal or greater value.

**Trusted Adviser Customer Relationships** view their advisor as a problem solver. The customer seeks counsel on strategic issues and has high levels of loyalty.

**Partner Customer Relationships** have the strongest emotional bonds with your bank or credit union. Your products and relationships are strategically important to the customer and/or the customer’s business, and are more likely to refer friends and family members. Highest levels of customer loyalty.

## INCREASED ENGAGEMENT

Gallup Research shows that emotionally engaging customers with “high value conversations” leads to more wallet share. Engaged employees, who:

- Exhibit customer-centric attitudes and behaviors
- Exert an extra effort to create value for customers
- Promote loyalty to the brand, the company and the product

Customers who are more engaged:

- Purchase a wider array of products
- Remain customers longer
- Recommend to others 4x more often

## An Action Plan to Build Engagement



### Establish a customer-centric culture.

Understand how individual beliefs impact behaviors:

- Create a focus on values and integrity as the key drivers for building customer relationships.
- Align your team's view of sales and service with their view of their abilities, values, commitment to activities and their belief in products.



### Develop differentiated customer experiences.

Create a laser focus on developing customer-focused skills and abilities, enabling your employees to:

- Develop trust, credibility and rapport, gaining a deeper understanding of their customers' goals.
- Understand the power of listening and asking questions.
- Identify unarticulated needs and create internal partnerships to deliver value beyond the products and services you offer.
- Demonstrate the uniqueness of your products and services compared to competitive offerings.



### Develop people to their highest potential.

Enable managers/leaders to balance developing their teams and achieving results:

- Develop strategies to expand beliefs.
- Create an environment where your team is challenged and motivated to perform at higher levels.
- Improve performance by helping people set and achieve goals.



### Link customer and employee engagement.

Support continuous improvement with closed-loop learning for employees and leaders:

- Provide survey data and quotes to your team.
- Generate a steady stream of feedback from your customers and employees.



### Sustain improved performance.

Deliver experiential learning and embed reinforcement into your culture:

- Build in accountability to apply new behaviors and skills over several months.
- Celebrate behavioral change with reward and recognition on a regular basis.

**“Improving the customer experience in banking should always be a team effort — specifically, a cross-functional team effort.”**

— Hitachi Solutions, *10 Banking Customer Experience Trends to Watch in 2021*



Customer experience in banking and beyond has changed; banks should be aware that consumer expectations mean they will not be reverting to the old way of doing things ever again.

— Sitel Group, *6 Customer Experience Trends in Banking in 2021*

## ABOUT INTEGRITY SOLUTIONS

Integrity Solutions, the performance experts, equips sales and customer service teams to rise up and lead by building trusted customer relationships with integrity at their core. As the partner of choice for values-driven organizations, the firm specializes in innovative sales, service and coaching training solutions that fuel performance, grow talent, lift up customers and elevate leaders. Our experience spans over 50 years, 130 countries and industries including healthcare, financial services, manufacturing, energy and utilities, agriculture and more. Integrity has been consistently recognized as a Top 20 Sales Training Company by both Selling Power and Training Industry, Inc. in recent years, as well as received multiple Stevie Awards for Sales Training and Consulting excellence.

Visit us online to learn more about our unique approach: [IntegritySolutions.com](https://IntegritySolutions.com)



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