SALES AND MARKETING SCHOOL
– PERFECT FOR SALES, MARKETING AND MANAGEMENT TEAMS

September 27 - October 2, 2020
Fluno Center for Executive Education
Madison, Wisconsin

Banks are encouraged to send sales, marketing and senior management teams to the upcoming Sales and Marketing School – starting September 27, in Madison, Wisconsin. To make that more affordable, GSB is offering a rebate of $350 per additional participant from the same bank – which is essentially a free registration fee for second and subsequent attendees, paid at the conclusion of the school.

We’re offering this opportunity because it’s imperative that community banks invest in lifelong learning opportunities for their teams that will help ensure the bank stays relevant and competitive in the market. This school will show you how to develop deep and meaningful relationships with customers, understand your local markets, know what tools and technologies are available to support your efforts – and how to marry strategic business development expertise with tactical execution.

Under the guidance of sales experts, marketing pros and digital gurus—Jack Hubbard, Tom Hershberger, Eric Cook and others—your team will gain the necessary skills to grow your business, effectively communicate your bank’s unique brand value and deliver on its promises.

Along with a thorough understanding of the business of banking and the key factors that impact bank profitability, you’ll experience a deep dive into marketing and sales, including:

- Sales and marketing planning – process, research, segmentation, customer profiling
- Sales management and coaching
- Performance metrics and goal setting
- Customer information management – onboarding, reboarding, CRM, data mining
- Sales and relationship building skills
- Sales and marketing budgeting and ROI
- Content marketing – digital, email, websites, video, blogs, social media
- Acquisition strategies – prospecting, networking, referrals, centers of influence
- Staff development and employee engagement – recruiting, compensation, rewards, recognition, skills testing, staff retention

Seats are limited so learn more about the Sales and Marketing School and enroll today!
Elizabeth Kuipers entered the field of bank marketing in 1999 in a somewhat unintentional way, but her path since then has been an ongoing, focused effort to constantly cultivate her career knowledge.

She landed the job as a part-time marketing assistant at Plumas Bank in Quincy, Calif., in response to a newspaper ad. At the time, she had been a stay-at-home mom. “I had no prior banking experience, but my boss at the time said as a mother of three, he appreciated my multi-tasking skills,” said Kuipers, who previously had spent 10 years working at an advertising agency in Los Angeles.

Now, as Vice President, Marketing Manager & Investor Relations Officer, she is part of a marketing team of four at Plumas Bank, which has grown from $150 million in assets to $865 million in assets and 13 branches during her two decades there.

And how the work has changed. When Kuipers first started, she still mailed hard-copy ads to local newspapers and worked to launch the bank’s first website. Today, her team has a digital marketing professional on staff and updating Plumas Bank’s online presence is an ongoing project.

But there are bigger issues at play in addition to how the bank’s message is delivered to customers and prospects – issues like competition from Amazon, Facebook, Apple, Google and now even potentially from cities and counties, as California recently enacted legislation to allow local governments to create or sponsor public banks.

Then there is the ceaseless spate of new regulation, including the California Consumer Privacy Act, which required developing and posting information on consumer privacy rights and information-sharing by Jan. 1, 2020, a joint effort of the bank’s risk and marketing departments.

Add in the costs of funding and regulatory compliance; the need to attract and retain quality employees in small, rural communities; and evolving cybersecurity threats that nearly all banks face, and it’s clear that a bank marketer’s job is never without its share of challenges that motivate Kuipers to keep learning.

That’s why, when she heard about the GSB Sales and Marketing School, she was eager to attend. “I was intrigued by the week-long, intense curriculum and the influential, well-known presenters,” she said. “I also appreciated the fact that it included sales as well as marketing training. I felt this school would help me understand and communicate better with our business development officers and learn how to gauge their metrics better so I could help them reach their goals.”

She received a scholarship from the California Bankers Association to cover the cost of tuition and joined peers from throughout the country in Madison last fall. “We spent morning, noon and evenings together, so we became quite comfortable with each other. Since then, our group has collaborated and shared ideas and experiences via email,” she said.

At the same time, she connected with new resources through her coursework. “I was familiar with Jack Hubbard, and it was fun to meet and work directly with him. I particularly enjoyed Jack’s Building Lifetime Bank to Business Partnerships – Tools and Take Homes and have shared it with our BD officers,” Kuipers said.

Equally valuable was the mystery shopping information that Tom Hershberger shared, which she later presented to her bank’s branch managers. She also refers back to many of Eric Cook’s videos on digital marketing and online business strategies, as well as the book Digital Minds, on which Cook was a contributing author.

The faculty were “friendly, approachable and made themselves available for lively conversations over dinner and throughout the entire days. I felt that they cared about our careers, as well as our personal development, and they contributed to all of our banks’ success,” she said.

For Kuipers and her colleagues, the GSB school also helped them with big-picture goals that bank marketers must continually pursue: internally, how to substantiate marketing’s return on investment, and externally, how to learn new ways to tell the bank’s story to clients and prospects.

“We’ve come a long way in the past 20 years since I’ve become a bank marketer,” Kuipers said. “The current and future capabilities are so exciting!”
ISOs and other technology leaders charged with protecting the bank against phishing, malware, coordinated denial of service attacks, hacktivist breeches and more will find tremendous value in attending the Bank Technology Security School. This exceptional one-week program will be held October 11-16, in Dallas, Texas.

The schools offer a two-part curriculum that will broaden IT security professionals’ understanding of the business of banking – plus provide an interactive, in-depth look at the latest IT security techniques and strategies. Using a mix of lecture, small group discussions and hands-on computer labs, nationally recognized IT security experts will share best practices with community bank technology leaders who’ll gain critical knowledge about today’s most pressing information assurance topics. Enroll today!
The Graduate School of Banking at the University of Wisconsin-Madison is more than an exceptional banking school—it’s a leadership program without equal. Since 2017, graduates of GSB have received the Certificate of Executive Leadership, in addition to a GSB diploma, thanks to an agreement with the Wisconsin School of Business’ Center for Professional and Executive Development.

Alumni of the Graduate School of Banking who completed the GSB program prior to this agreement are eligible to receive this prestigious certificate through advanced placement—and to save 15% on the two additional courses required for the certificate. You may register for Leadership Beyond Management and Leadership: Transform Your Business Culture by using promotional code GSB15. You will find details on the GSB website; and, for additional information on the content of either UW course or general customer service, please call 1-800-292-8964 or email info@uwcped.org.
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Top 10 IRA Issues
IRA Beneficiary Distributions
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The GSB Online Seminar Series offers a convenient, cost-effective way to access quality educational opportunities. GSB seminars are designed to meet the dynamic learning needs of today’s busy financial professional and are delivered by some of today’s top industry experts. All sessions are recorded, so if you’re unable to attend one of the live presentations, it’s no problem! When you register for a GSB Online Seminar, you’ll have access to the live presentation as well as a recording of the live session. It’s your choice to attend the live session, view the recording—or do both—based on your schedule. With the GSB Online Seminar Series you’ll benefit from:

• Relevant, bank-specific courses that deliver must-know information
• Instructor contact information so you have the ability to ask questions as you go through the recordings
• Competitive pricing—one fee allows multiple attendees to participate through a single connection and includes all handouts and materials
• State-of-the-art technology that ensures a quality learning experience
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For additional information, please visit gsb.org