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ENTERPRISES, INC.**

Banking Industry Research Study Shows Positive Results for the Switched-On Selling Seminar Reported by Jerry V. Teplitz, JD, Ph.D. © 2013 Jerry V. Teplitz

Executive Summary

People going into banking don't usually view themselves as salespeople. When they are put into positions where they have to sell, many quickly discover the challenges of selling. While they can read books, attend seminars, watch DVDs, listen to CDs and take webinars on line to learn sales techniques, only a few achieve the highest levels of sales success. Until now...

Our study indicates that powerful changes occurred for 122 participants from eight banks who had attended the one-day Switched-On Selling Seminar (SOS). Each seminar was conducted at different times and locations for our individual bank clients. Another more in-depth study was conducted with 695 salespeople from all types of sales positions. This study had very similar results to this study of banks.

Self-evaluation forms that contained 18 statements were completed by the participants at the beginning of the seminar and again at the end of the seminar. These participants also completed the same self-evaluation form one month later. Reviewing that data showed that a banker's self-perception of his or her sales ability improved very dramatically by the end of the SOS seminar and on all of the statements they improved even further one month later.

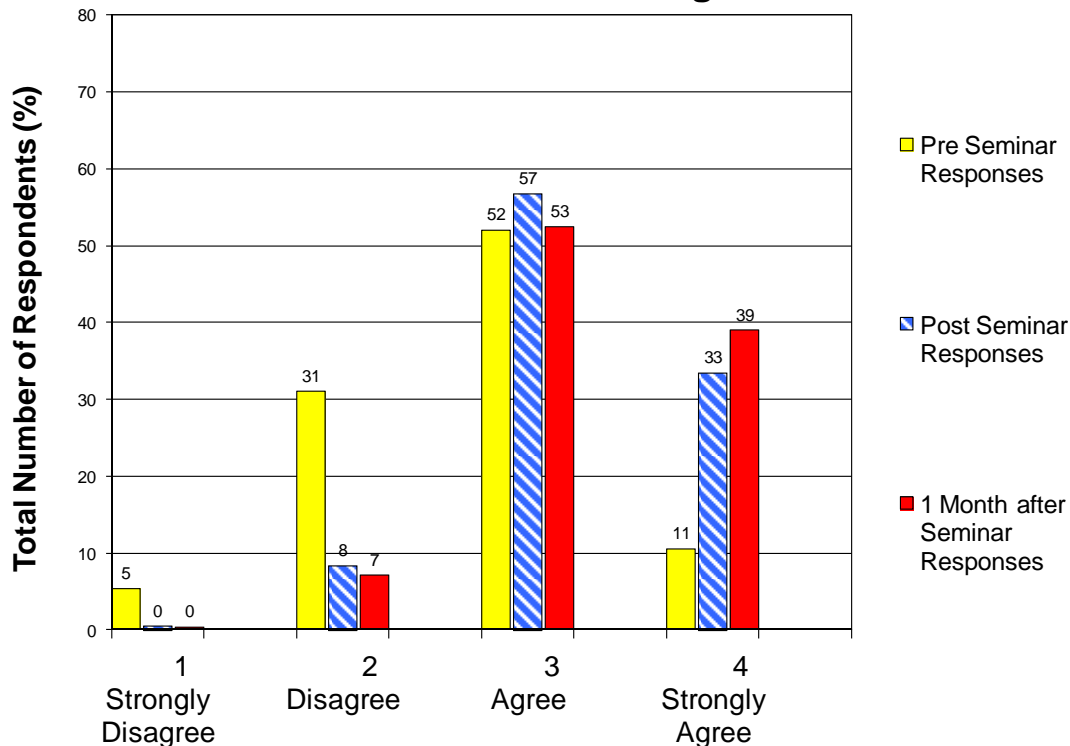
So, how do the selling skill changes in SOS seminar attendees correlate to bottom-line dollars? The South Carolina Farm Bureau, an insurance company, conducted their own study on the impact of the SOS seminar. Their study was conducted over a period of four-month. One group of the company's agents attended the seminar while a control group did not. Comparing sales figures for the previous and current year, the agents who attended the SOS seminar increased sales 39% over those who did not attend the seminar. A more important figure than sales in the insurance industry concerns premium levels and the group that attended the seminar increased their premiums 71% over those who did not attend the seminar.

The graphs below illustrate the results of our study. Each graph focused on one aspect of the selling process. Participants could select as a response from left to right on each graph of "Strongly Disagree", "Disagree", "Agree" or "Strongly Agree." As you go through the results below, the yellow color grouping of graphs contains the results from the bankers who completed the pre-evaluation forms. The blue and white stripes are the post-training evaluation responses and the red color is the responses one month later.

Analysis of the Overall Results

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

Overall Total Average



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

This graph combined the responses on all 18 statements asked. At the beginning of the seminar, on the negative side 5% selected Strongly Disagree and 31% selected Disagree. On the positive side, 52% selected Agree and 11% selected Strongly Agree.

By the end of the seminar, no one selected Strongly Agree and only 8% selected Disagree. On the positive side, 57% selected Agree and Strongly Agree jumped to 33%. Finally, on the one month later responses, 7% still selected Disagree while 53% selected Agree and 39% selected Strongly Agree.

These overall results show the power of this seminar. Looking at the one month later numbers, 92% of the respondents were now on the positive side with Strongly Agree jumping from 11% at the beginning of the seminar to 39% on the one month later responses.

As you read the results of the rest of the graphs, you'll see every graph had this kind of curve with an increase from those selecting Agree and Strongly Agree from the beginning of the seminar to the one month later responses.

Scheduling A Switched-On Selling Seminar For Your Bank or Financial Institution

For information about having your group experience a **Switched-On Selling Seminar** call our Toll-Free Telephone Number 800-77-RELAX to arrange a program or email us at Info@Teplitz.com. For more information, go to our website at www.Teplitz.com.

Feedback From CEOs

Here's what several of the bank presidents had to say about the impact of the Switched-On Selling Seminar on them and their sales staffs:

"WOW! The *Switched-On Selling* Seminar was outstanding and judging from our staff evaluation forms, they all thought so as well. The best part of the training is that results are instantaneous. SOS is an entirely new approach to sales training and one our group enjoyed and embraced."

Jack Shuler, President
Chief Executive Officer
Pee Dee Farm Credit

"Nothing like I've ever seen. After 8 hours of training I left energize instead of drained."

Brad Bullock, President
FirstCapital Bank of Texas

"This program instructs you and provides tools to successfully manage your life. It puts you in charge."

Jess Roman, President
BNC National Bank – Phoenix

"Energized and healing."

Karen Miller, President
The Farmers Bank

"Selling became easy and effortless to do"

John J. Blake III, President and CEO
Peoples State Bank

The Switched-On Selling seminar presented to our customer service staff was very well received and we are anxious to see the impact that the techniques you taught will have on their sales results over the next few months."

Thomas W. Kelly, President
Bank Newport

"Moves you from ordinary to extraordinary."

Tracy Timlin, Executive Vice President
FirstCapital Bank of Texas

Feedback From The Attendees

“AMAZING!! Already feel better about cold calls, ready to pick up the phone book and call someone.”

Julie Baalman, Vice President
Landmark National Bank

“I learned the ability to train and coach my mind in positive directions to achieve better results.”

B. Timothy Swanson, Vice President
BNC National Bank – Minneapolis

“Inspirational. My confidence has increased in six hours.”

Leigh Moore, Bank Manager
Landmark National Bank

“There’s more to selling than technique”

Bob Rofidal, Vice President
BNC National Bank – Minneapolis

“A doable way to change the course of events to produce a positive result.”

Susan Buch, Commercial Loan Office Manager
The Farmers Bank

“I learned how much mind-set influences our behavior and our communications.”

Joe C. Doan, Director
The Farmers Bank

“I learned a new way to help myself deal with situations that appeared to be difficult.”

Yvonne Baird, Branch Manager
The Farmers Bank

“This program really made me change my way of thinking. It’s all in your mind. I have control over my own emotions and future.”

Patrice Baker, VP/Business Development Officer
Peoples State Bank of Many

“It’s all in the mind. The brain can be rewired so that we can change anything.”

Kathy Seoulvado, Office Manager
Peoples State Bank of Many

“An amazing awareness of how the mind and body work.”

Dale Hopper, Executive Vice President
Peoples State Bank of Many

“I realized how powerful the brain really is.”

Lucy Manshack, Manager
Peoples State Bank of Many

“A mind boggling experience.”
Talitha Tanner, Office Manager
Peoples State Bank of Many

“I realized the power of positive thinking in my overall performance.”
Mark H. Garner, President
Peoples State Bank of Many

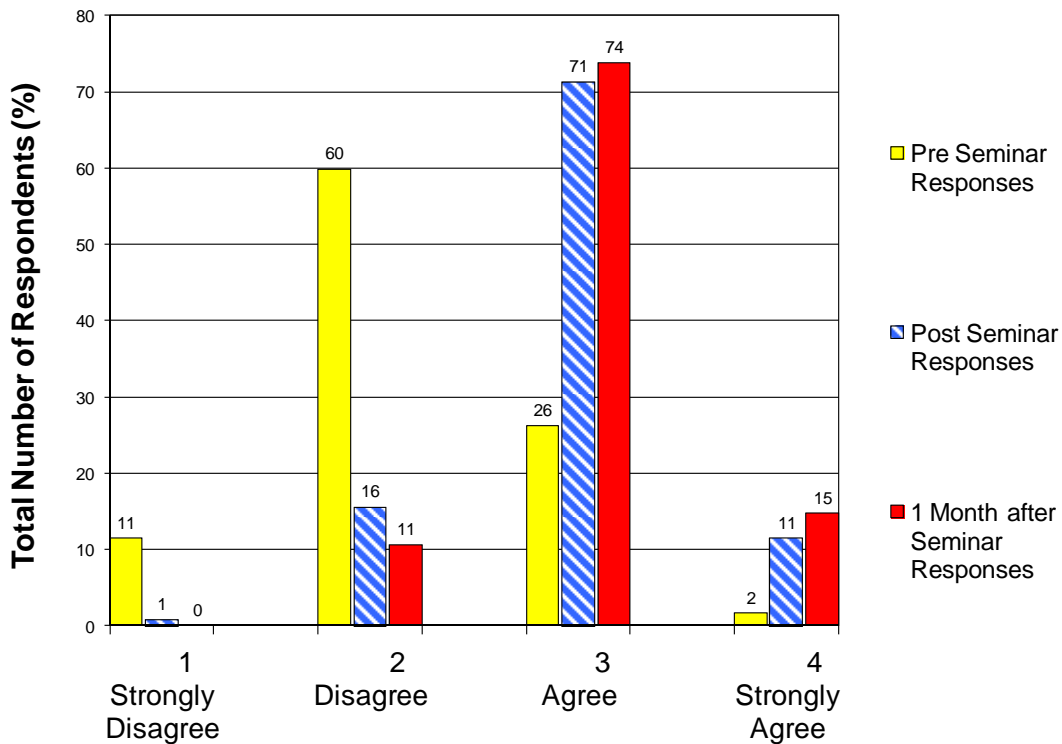
“This seminar released the power I possess to be stronger and more positive. As a Sandler Presidents Club Member, this ties the mind together.”
David Hyde, Vice President Business Banking
BNC National Bank – Phoenix

“You can feel the use of the Brain Gym’s working immediately.”
Haven Byrne, Bank Manager
Landmark National Bank

“Sound methodology for relaxing and an approach to handle problems.”
Dennis Peck, Senior Vice President
BNC National Bank – Phoenix

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

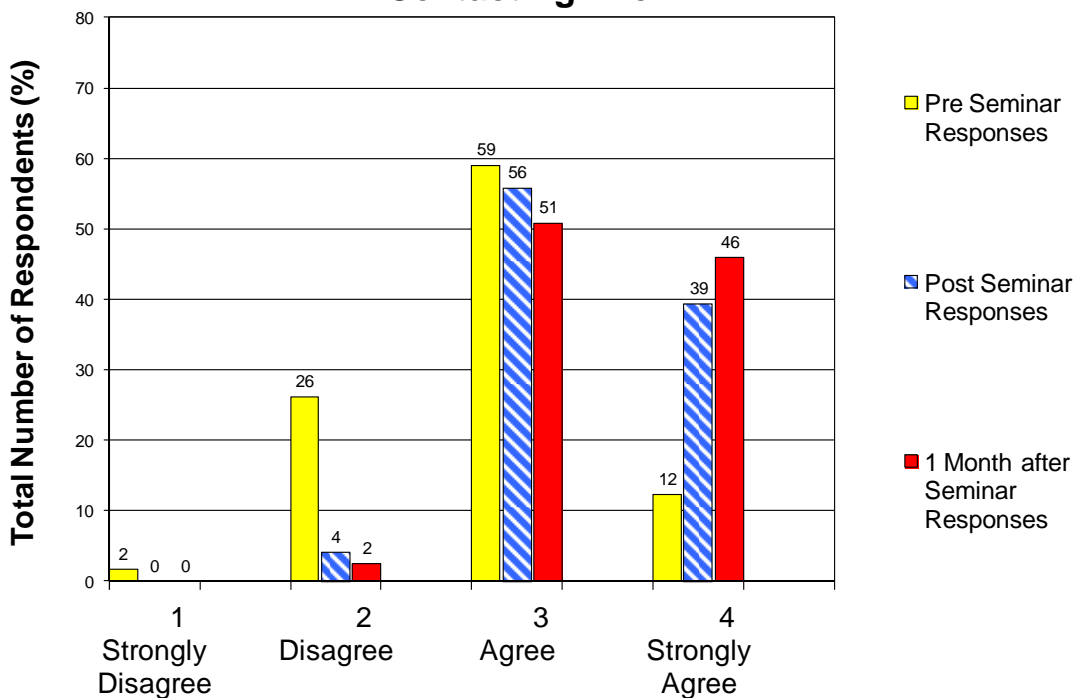
I Handle Rejection Well



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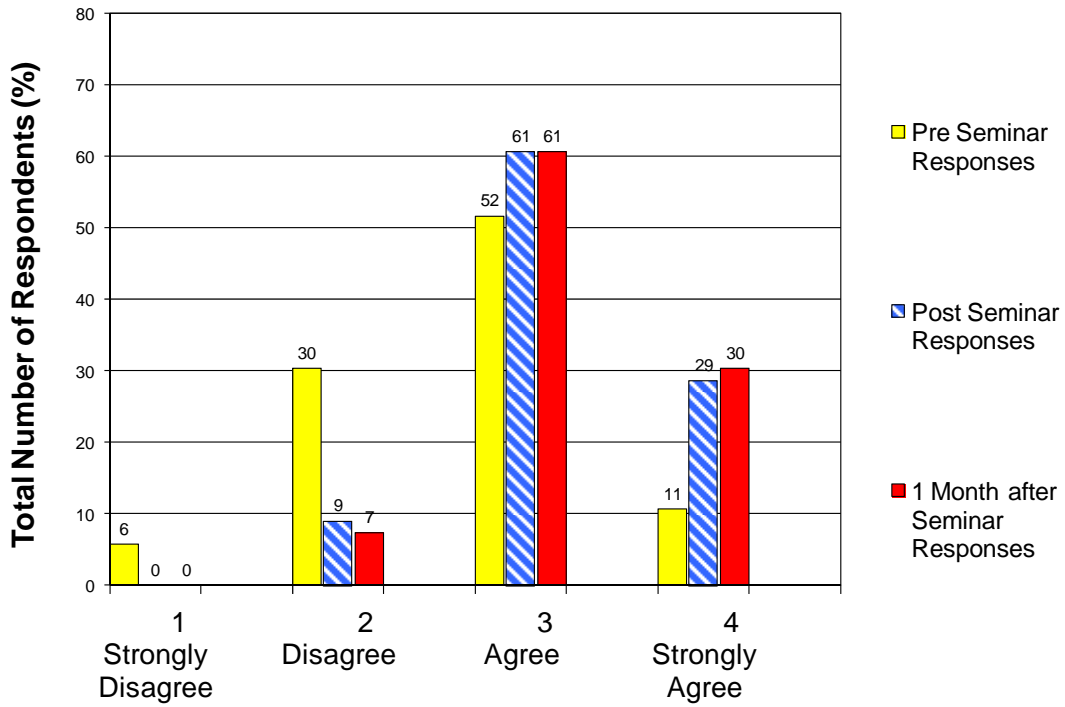
COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

I Research Potential Clients Prior To Contacting Them



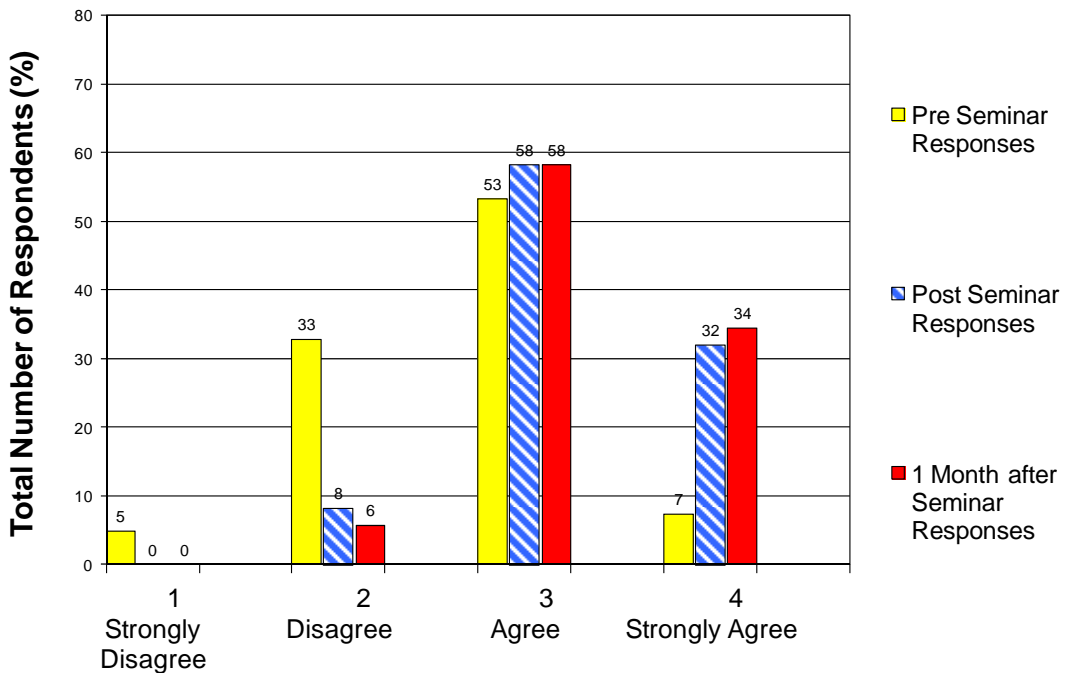
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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I Enjoy Selling



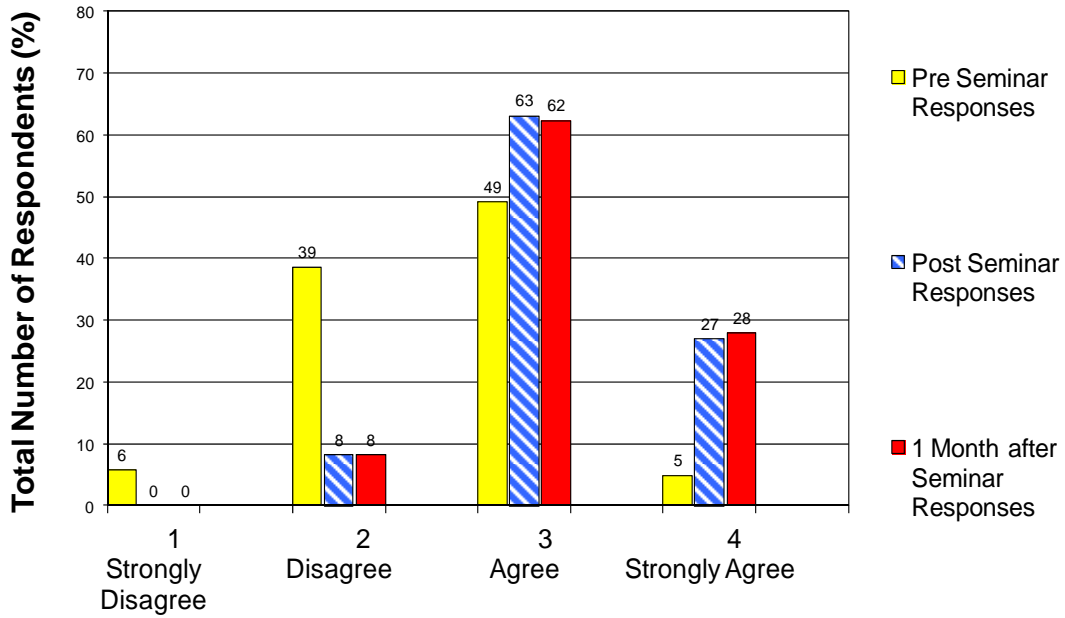
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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I Am Effective As A Salesperson



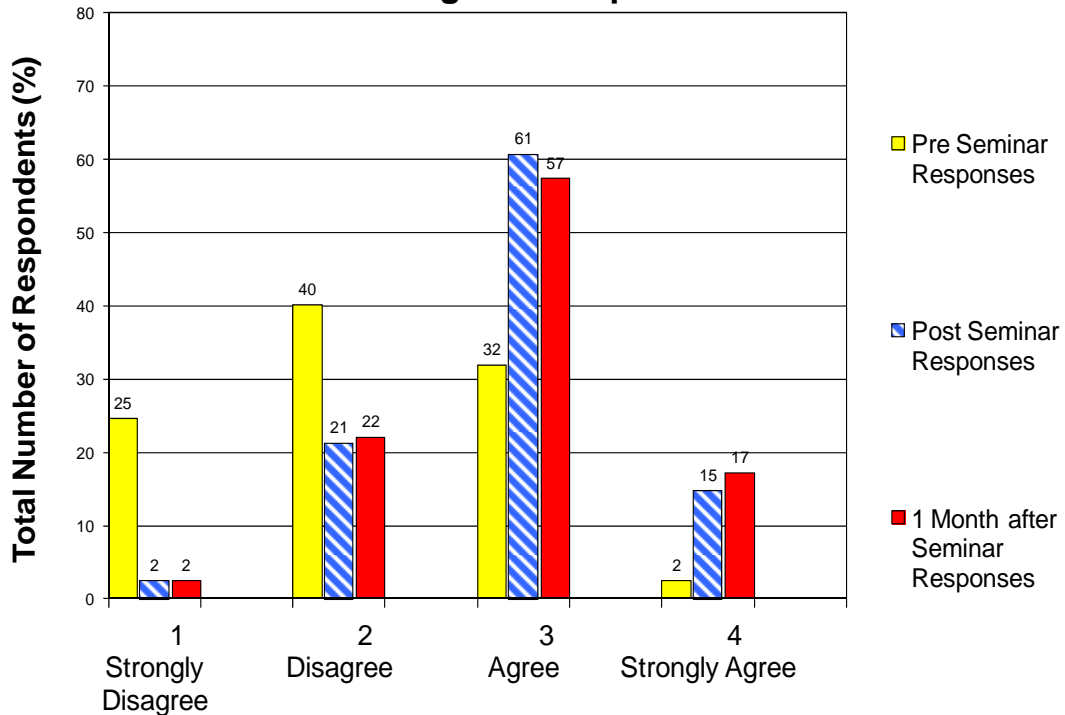
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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I View Myself As A Successful Salesperson



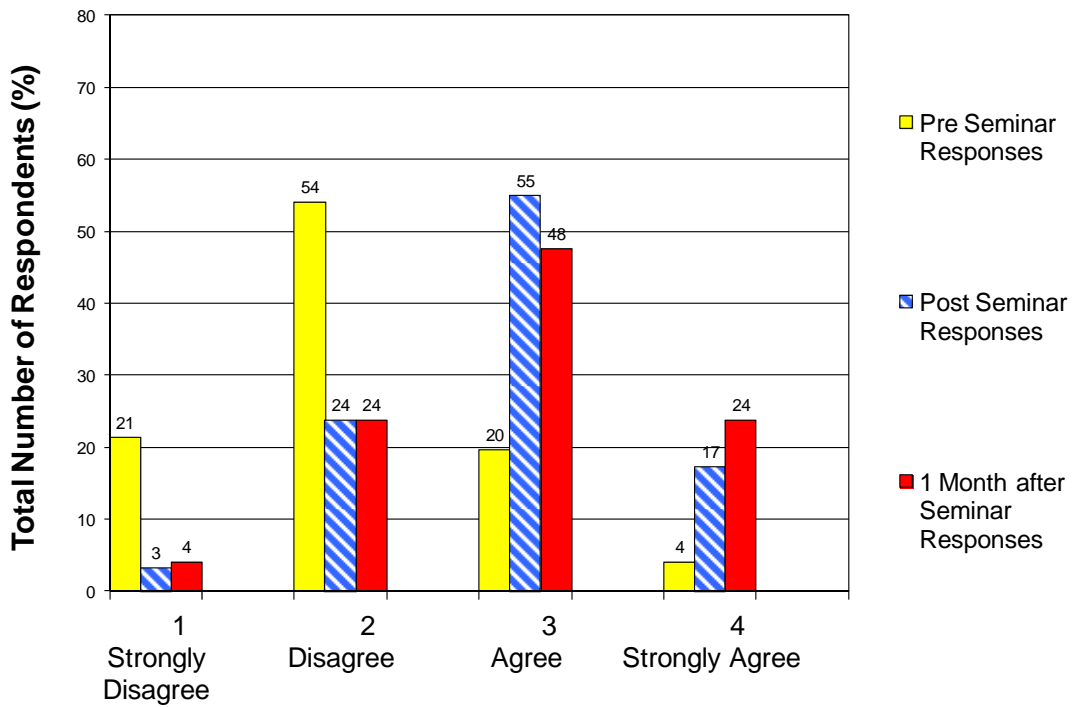
*Pre and Post respondents limited to those who returned 1 month Later survey

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
It Is Easy For Me To Make Cold Calls Using The Telephone



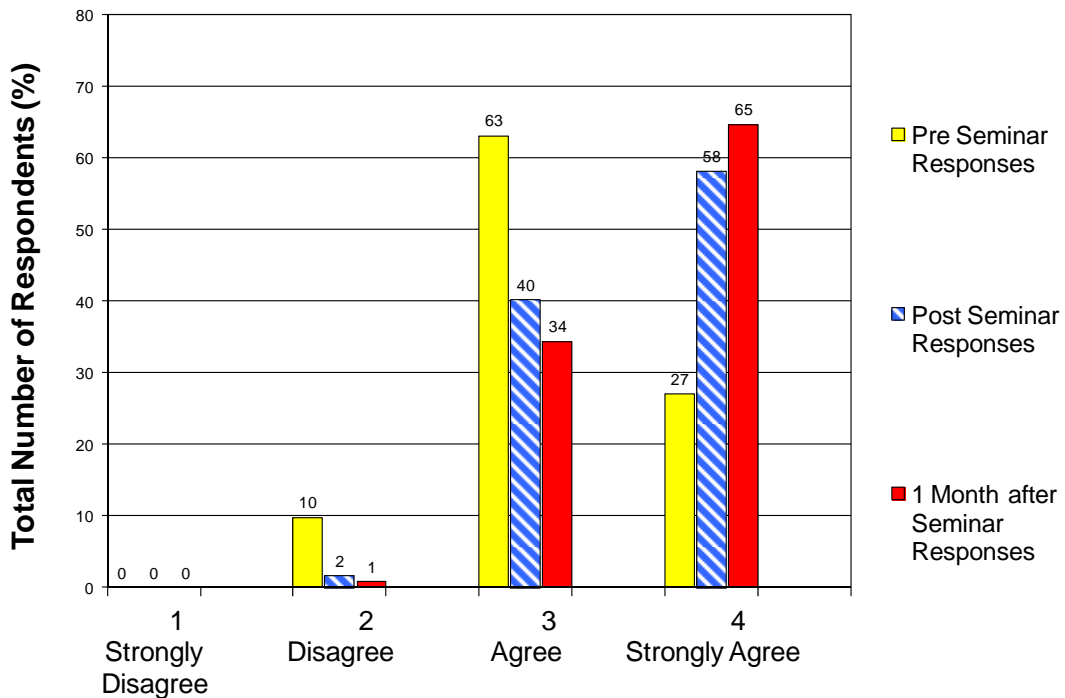
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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
It Is Easy For Me To Make Cold Calls In Person



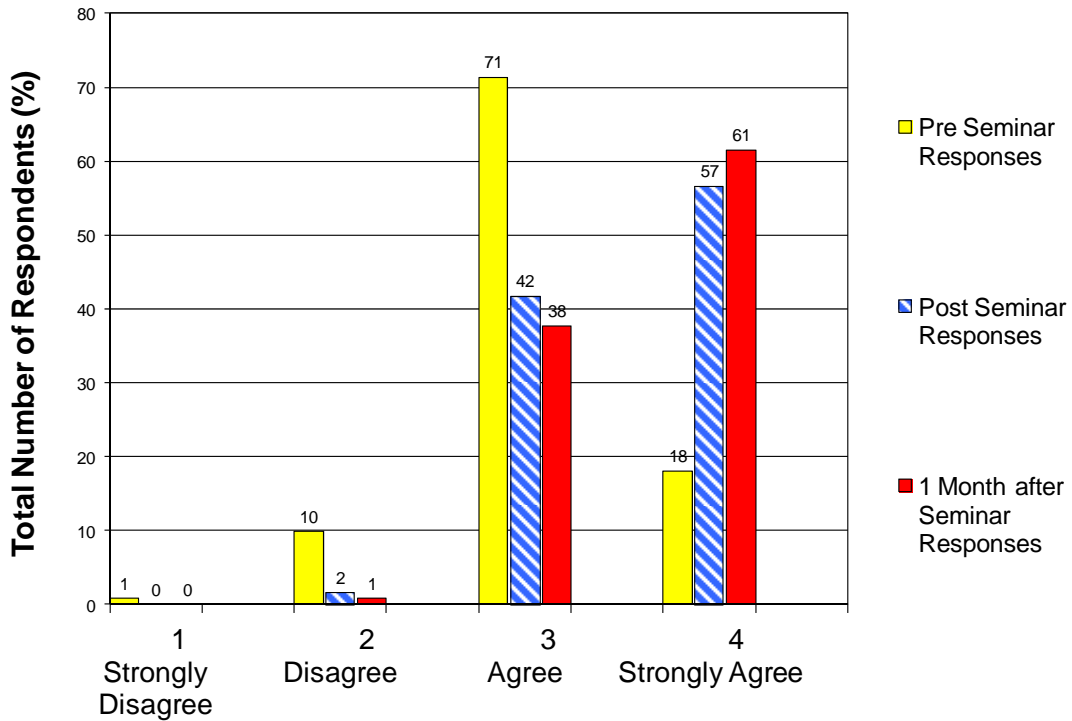
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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I Am Comfortable Talking On The Phone



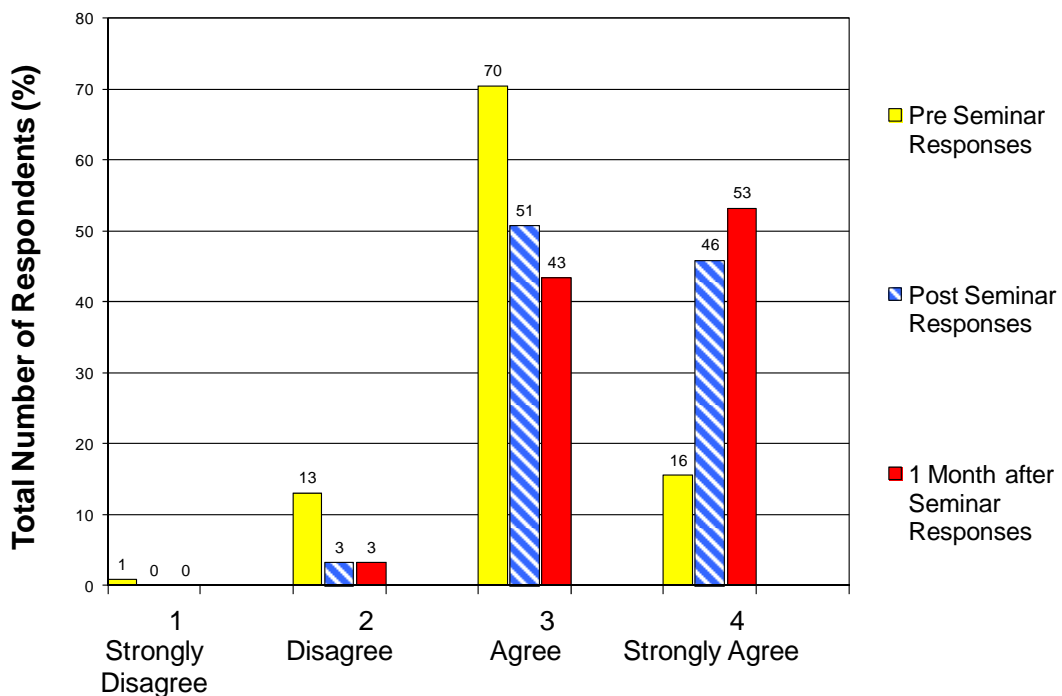
*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I Am Comfortable With Face to Face Visits



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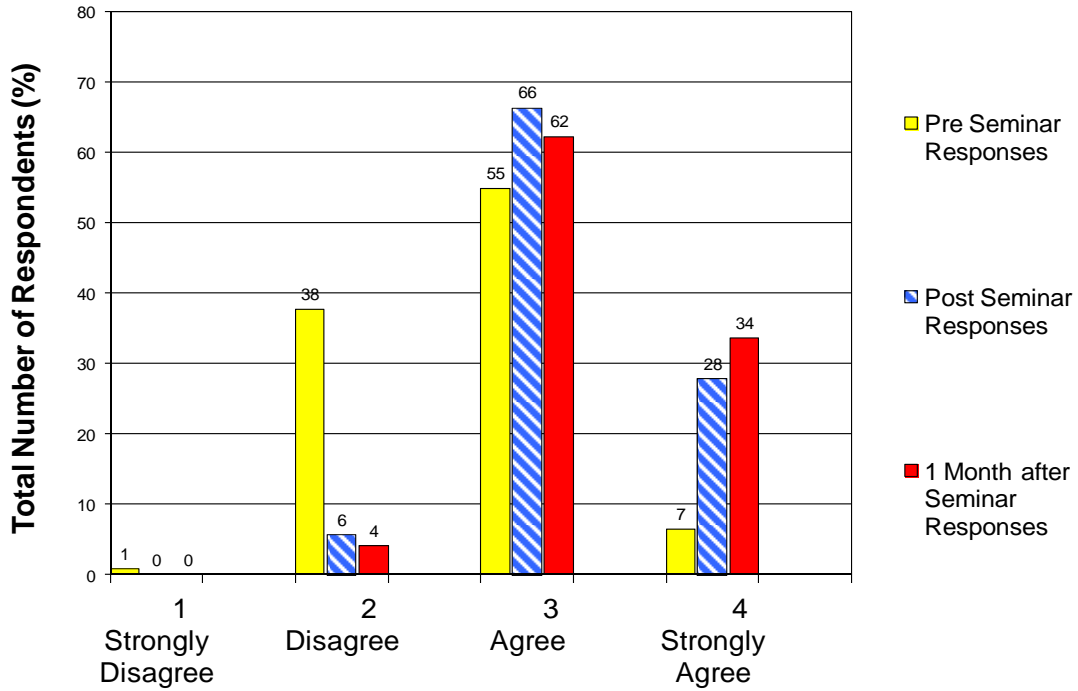
COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
I Develop A Rapport Quickly With A Client



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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

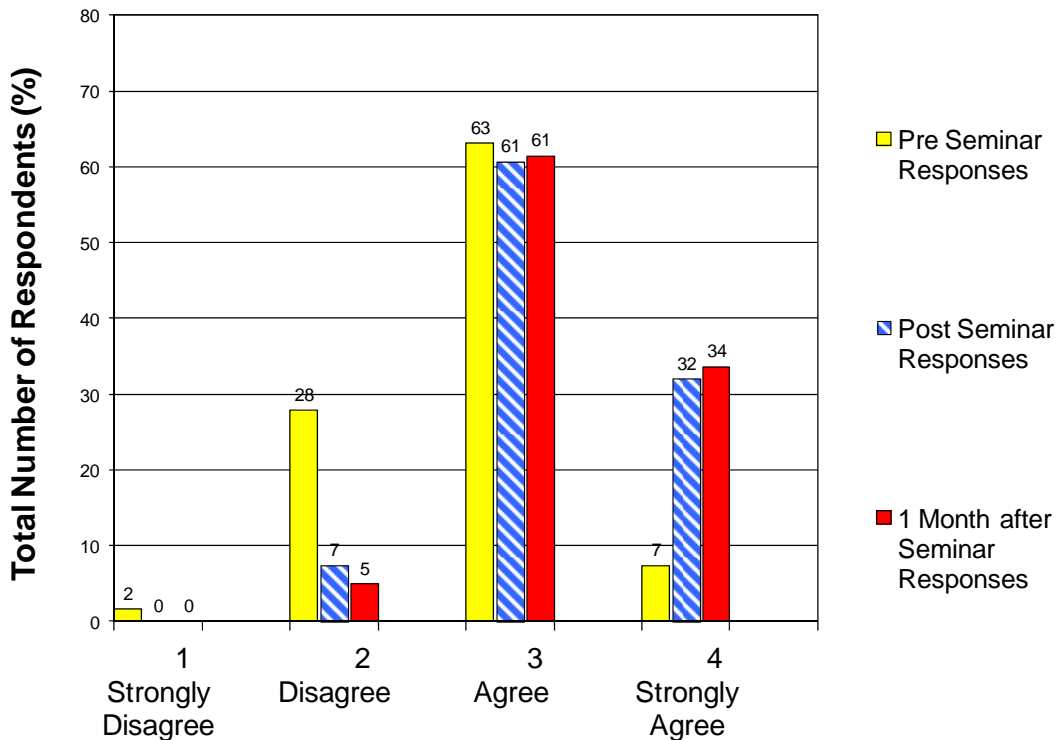
I Effectively Begin The Presentation



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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

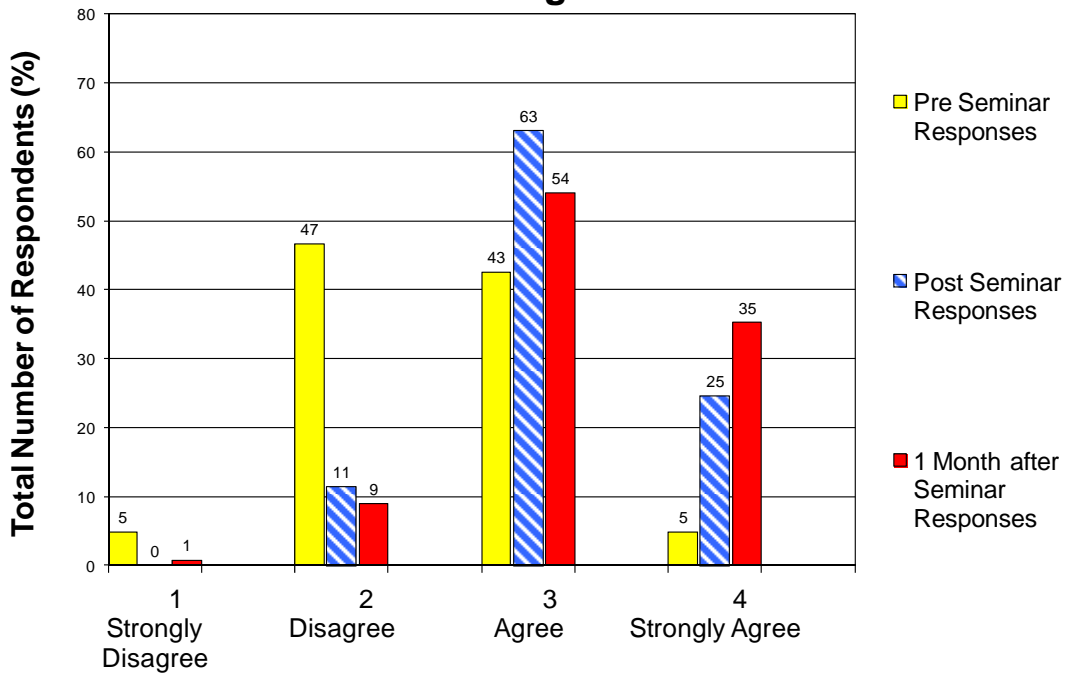
I Effectively Answer Objections And Questions



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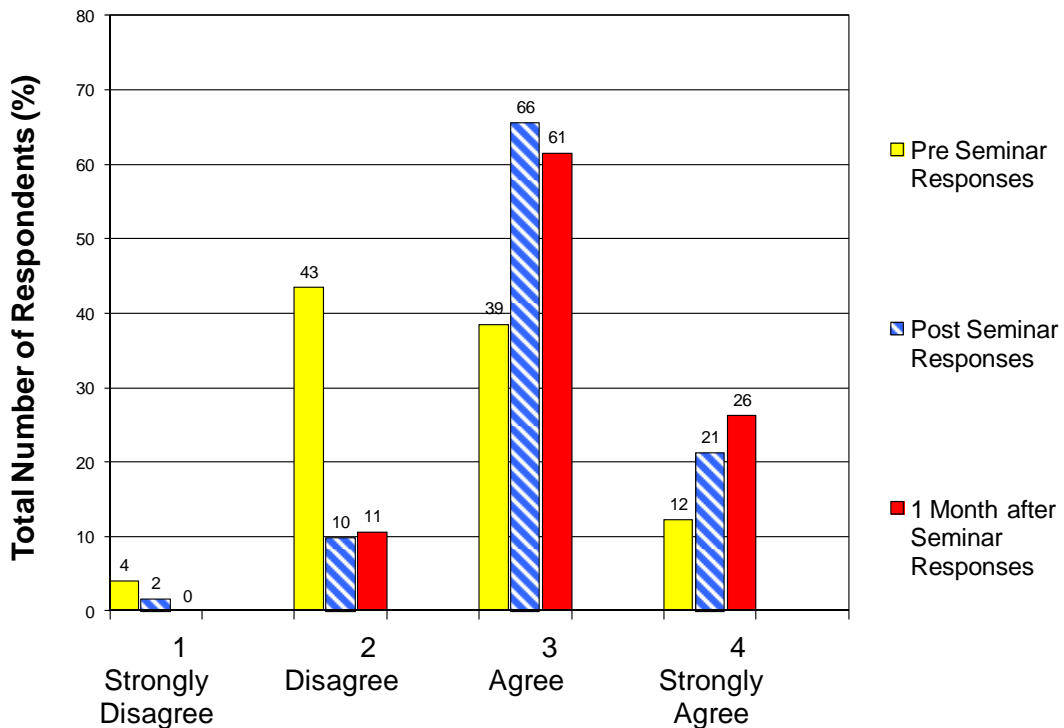
I Am Comfortable Asking For The Order And Closing The Sale



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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

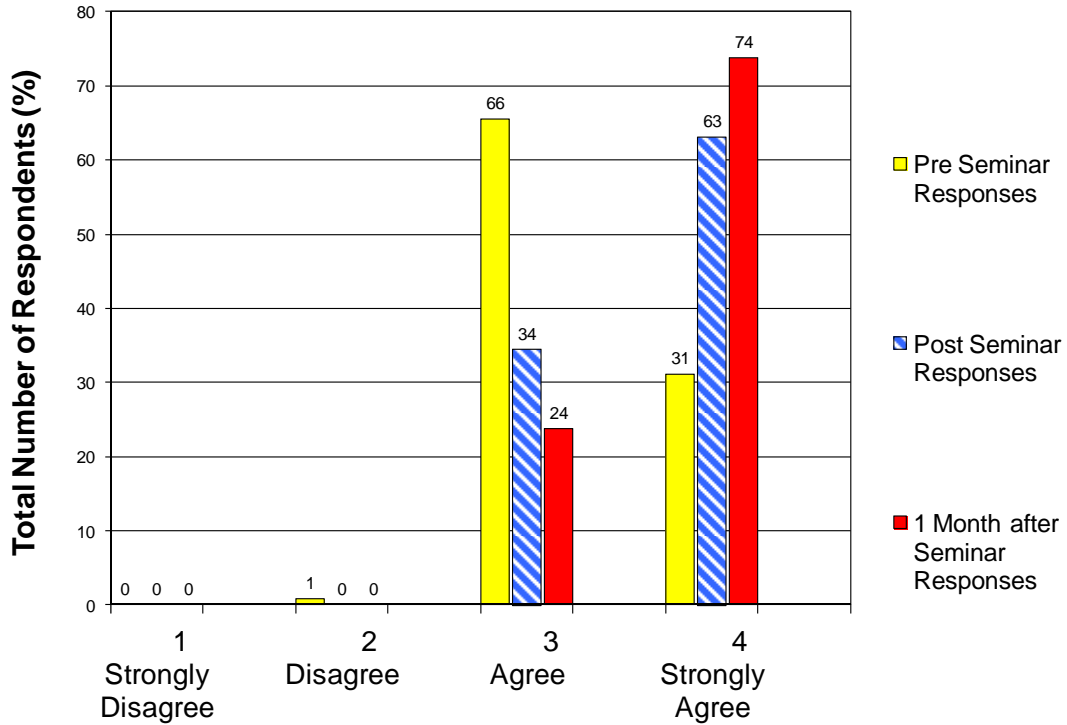
It Is Easy For Me To Write Proposals



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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

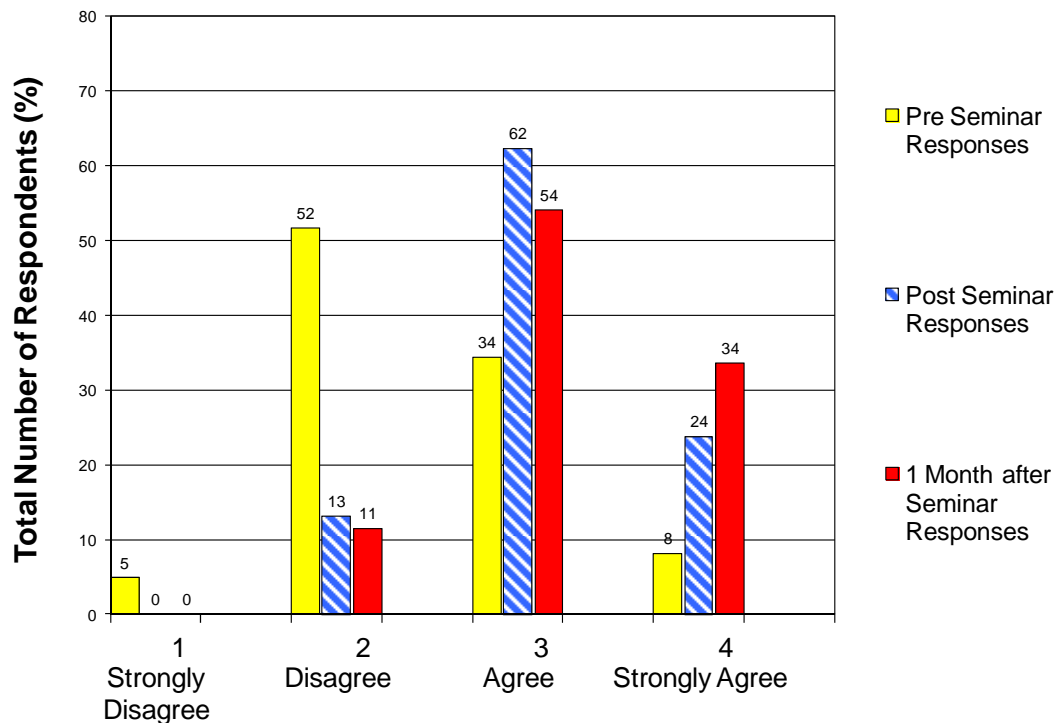
I Provide Effective Customer Service



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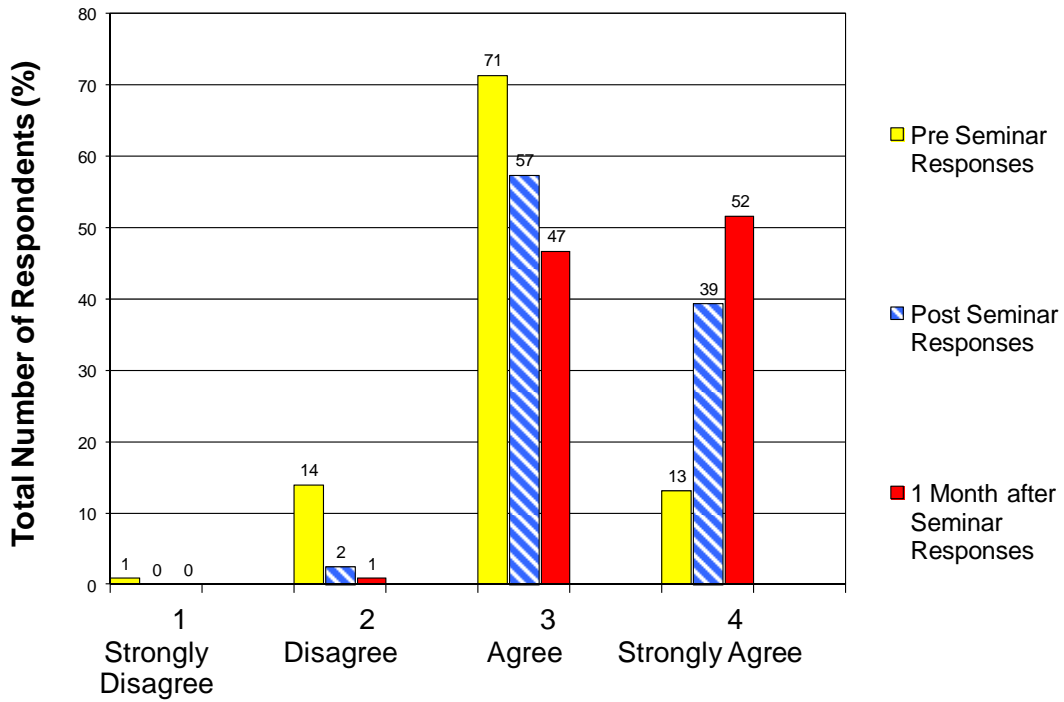
It Is Easy For Me To Ask Clients For Referrals



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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

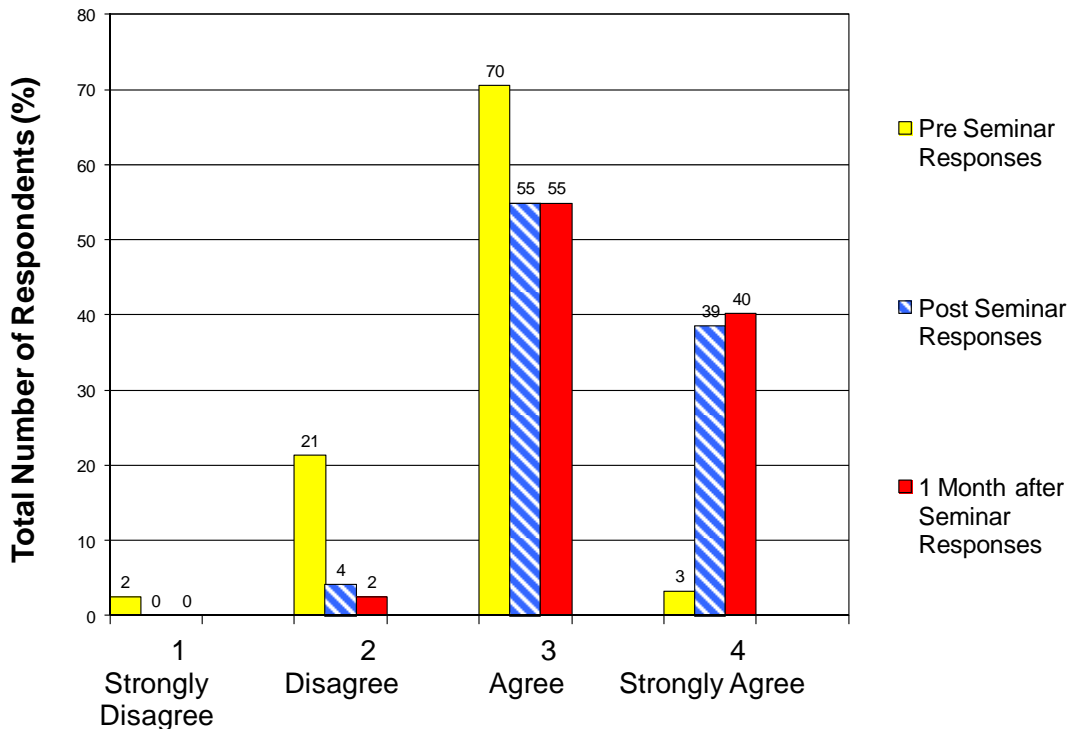
I Offer My Clients Other Opportunities



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COMPARISON: PRE, POST and ONE MONTH AFTER COURSE

I View Myself As Prosperous



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