



Branch Manager BOOTCAMP

Virtual Webinar Series

Four-Part Next Generation Branch Manager Training

The Spring Series 2024 virtual bootcamp sessions happen once per month, January through April.

What does your branch have that alternative branch channels such as mobile banking don't? People to readily serve its customers!

As the number of branch transactions continues to fall, community financial institutions must reassess the branch manager role. They must invest in providing managers the right people, tools, client goals, and sales goals, then step back and watch the results become a dynamic source of profitability.

This exciting, four-part program series focuses on the next generation bank manager who will lead vital bank transformation, transitioning to client relationship management and creating an active advisory environment for the client to achieve financial goals.

The program centers around the critical skills and expectations that need to be developed to ensure next generation branch managers will exceed expectations and goals.

Participants will engage in discussions and small group activities to ensure that ideas are shared and learning is entertaining and adopted.

Bootcamp Details At-A-Glance

Participate in the full Bootcamp for **\$800** or attend an individual session for **\$250**. All sessions are three hours and run from **9:00 am to 12:00 pm pacific time**.

Session topics include:

- Leading Service Excellence
- Enhancing Business Development
- Maintaining Superior Team Performance
- Managing a Successful Branch

Register Online Today

You are invited to sign up for our Spring Series virtual bootcamp sessions on our website. Please visit:

→ [Calbankers.com/branch-manager-bootcamp](https://calbankers.com/branch-manager-bootcamp)

Meet The Presenter

Jennie Sobecki is the owner and CEO of Focused Results, a sales and marketing strategy, consulting, and training firm concentrating on results-driven process consulting and training experience in community banks and other financial institutions.



Jennie is a graduate of Indiana University and has a certificate in consulting services from Ball State University. Prior to joining Focused Results, Jennie was Director of Sales and Marketing for a \$3 billion bank holding company, Sales Manager for a high-performing mid-level Indianapolis bank, and Director of Corporate Training for a large Midwest insurance company.

For more information, contact Gina Titus at gtitus@calbankers.com or 916.438.4417 or visit [Calbankers.com/branch-manager-bootcamp](https://calbankers.com/branch-manager-bootcamp)





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About The Online Virtual Bootcamp Experience

Sessions are held via private, invitation-only, password-protected Zoom meetings.

This four-session program is designed for new and experienced Branch Managers, Assistant Branch Managers, Teller Supervisors, Lead Frontline Professionals, and any professional aspiring to lead the team in a retail branch.

Each attendee will receive a login to register and participate in the training sessions.

Each attendee will also need a computer, to participate individually, in group discussions, and in small group breakouts.

Training Partner



California Bankers Association is partnering with Focused Results to bring you this exciting Spring Series training opportunity. Focused Results, a sales and service training company for banks, credit unions, and state associations, delivers its educational programs virtually in 22 states across the US.

Managing a Successful Branch

January 23 \ 9:00 am - 12:00 pm Pacific time

- Learn to create an energetic and productive workplace environment.
- Learn to manage the branch team and integrate technology to drive additional business.
- Drive business development even when the branch traffic is slow.

Leading Service Excellence

February 13 \ 9:00 am - 12:00 pm Pacific time

- Develop leadership skills to grow the branch.
- Master an understanding of leading a vibrant service and sales process in a branch environment.
- Learn to train the branch team in key listening, referring, and selling skills to improve growth.

Enhancing Business Development

March 12 \ 9:00 am - 12:00 pm Pacific time

- Master pre-call planning.
- Learn to call virtually or in-person on the right (most profitable) clients and prospects.
- Build relationships with productive referral sources.

Maintaining Superior Team Performance

April 16 \ 9:00 am - 12:00 pm Pacific time

- Winning motivational strategies.
- Learn best practices in employee development, employee performance improvement, and employee recognition.

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