

Independent Bankers Association of New York State presents

June 21, 2023

Jack Hubbard

**50 Practical Tips from 50 Years
In Bank to Business Selling**



**EARN UP TO
6.0
CPE CREDITS**

IBANYS has been authorized by the NYS Department of Education to award continuing professional education (CPE) credits.

**Turning Stone Resort & Casino
5218 Patrick Road
Verona, NY 113478**

Program Agenda

8:30 -8:50 a.m. – Registration & Continental Breakfast (networking)

8:50–9:00 a.m.– Opening Remarks and Introduction of Program—John Witkowski

9:00–4:00 p.m.— **50 Practical Tips from 50 Years In Bank to Business Selling—Jack Hubbard**

12:00–1:00 p.m.—Lunch

There will be a 15 minute refreshment break mid-morning & mid afternoon.

Jack Hubbard has been in and around banking for six decades. During that time, he has personally trained and coached nearly 80,000 financial services professionals. Jack hit a home run at the 2022 IBANYS Annual Convention and so we're having him back to present a one-day workshop on bank to business selling.

This practical program targets key topics including:

- How to interweave the 5Cs of trust-based selling into your daily routines
- The pillars of prospecting including a dynamic system with an 80% appointment rate
- The four buckets of call planning and how to make this easy
- How to integrate virtual selling into your forever normal
- A powerful conversation model including a simple four-step questioning approach
- Why follow up letters, cross selling and closing are outmoded and what to do about them
- How to interweave LinkedIn into your sales DNA and why it is vital in 2023
- Tools you should be using or considering

There's more, much more. You will take home more than 50 ideas you can put into practice immediately. Join us on June 21 and make 2023 a hall of fame year.

About the Jack

Jack Hubbard

Named one of the nation's top 100 most trusted business leaders by *Trust Magazine*, Jack Hubbard has shared his passion for what it takes to build trust-based sales initiatives in banking since 1973. With nearly 80,000 financial services professionals personally trained and coached, Jack is one of banking's most sought-after facilitators. An author, classroom instructor and thought leader, his expertise and out-of-the-box thinking put him in great demand when the subject matter is bank to business sales and sales leadership. Here's what some have written:

Jack's ability to connect with new, and seasoned bankers of all ages and skill sets is amazing to witness.

Ken Bostwick, Senior Vice President

Jack has taught me valuable lessons when it comes to building relationships. His approach is genuine and practical. I cannot think of a better sales conversation coach than Jack Hubbard.

Dawn Dauer, Executive Vice President

Jack educated me on the skills required to become not only a high performing salesperson; he also taught me how to influence, train and hold salespeople accountable with grace and ease. Jack's impact on me has resulted in my sales teams becoming top performers within the organization.

Mark Papoccia, Head of Business Banking

Jack is a regular keynote presenter for state and national banking associations and has instructed at 13 of the nation's top banking schools where his humorous style and street savvy approach continue to earn him top honors. Hubbard served 32 years as an award-winning faculty member of ABA's School of Bank Marketing and Management. He was also a popular, two-decade instructor at ABA's Stonier Graduate School of Banking. He is a top-rated instructor at Graduate School of Banking in Madison, WI, and The Perry School of Banking. He is also the Program Director of GSB's Sales and Marketing School.

A prolific writer, Jack's content regularly receives thousands of views and engagements on LinkedIn. He is also a featured columnist for The Financial Brand as well as many industry publications. Jack is co-founder and Managing Partner of The Modern Banker, a firm focused on helping bankers have conversations that count.

**Jack Hubbard
Registration Form**

June 21, 2023



Complete the form below & mail, or email to:

Mail: IBANYS
194 Washington Ave., Suite 420
Albany, NY 12210

Registration Deadline: Friday, June 9, 2023
***No refunds will be given after this date**

Questions: Contact: Linda Gregware
Lindag@ibanys.net or (518) 436-4646

Bank/Company: _____
Address: _____
City/State/Zip: _____
Phone: _____
Attendee Name: _____ Title: _____
Email: _____
Attendee Name: _____ Title: _____
Email: _____

Registration Fees:

- Member: \$495
- Non-member: \$595

Payment

- My check (made payable to IBANYS) is enclosed
- Charge
- Please Invoice

Total Registrants: _____ \$ _____
TOTAL PAYMENT: \$ _____

Visa/Mastercard/AMEX number: _____
Cardholder Name: _____
Expiration Date: _____
Billing Address of Card (if different from above): _____
CVV (3 digits back of card/AMEX 4 digits on front of card): _____

A small block of rooms have been reserved at the Turning Stone Resort & Casino. Reservations can be made by contacting the Turning Stone Resort at 800.771.7711. Refer to group: Independent Bankers Association. **Room cut-off: June 5.** (We cannot guarantee room availability and pricing after this date.) Tower King/Double rate= \$221.00 ++.