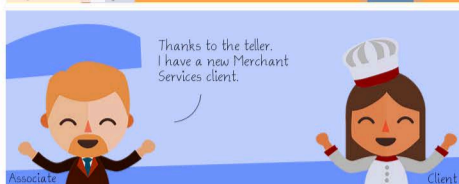


Why Referral Selling is

IMPORTANT

You know, as a teller you have the most interaction with our clients and the greatest opportunity to identify their needs.



Teamwork helps us grow the bank! Woo hoo!



Step ONE

PREPARATION

Equiped with **PKC*GLASS*** to identify client need and macth the need with our products and services!

EQUIPMENT?

Product Knowledge Center lists most of the products and services the Bank offers.

Wearing the **PKC*GLASS*** can help you quickly find the information you need, and see the invisible connections between client need and our products and services.

Tips: Access to PKC
Netinterest -> Links -> View More Links ->Product Knowledge Center

IDENTIFY

Pay attention to the clues your clients give you.

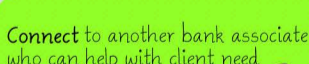
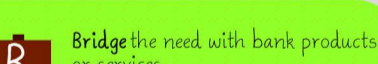
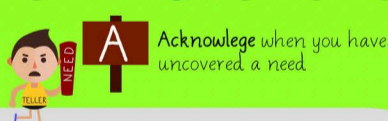
MATCH

Match any bank products and services that may help meet client need you have identified

Step TWO

ABC REFERRAL

Making referral is like a relay race: you pass the client need to other associates. The ABC technique helps you refer the need without making pressure



Step THREE

After Referral

You are almost there...

Remember, you should always follow up with your business partner and client to ensure the client is taken care of.



- Check Synapsys to see if your referral has been taken care of
- Follow-up with your business partner or clients
- Don't forget to thank your client for choosing Capital City Bank!!