

Group Exercise: MegaSoftware Systems

BACKGROUND

- ❖ Software company, privately held;
- ❖ Receive payments from clients for software licensing
- ❖ Government division receives heavy amount of payments via check
- ❖ Located just outside of bank's branch network; not easy for them to access a branch
- ❖ Connected to bank through owner's friendship with EVP/Chief Operating Officer
- ❖ Business started in 2015 and has grown rapidly
- ❖ Has grown so quickly that many operational tasks still have a manual component to them
- ❖ \$50M in annual sales
- ❖ 150 employees
- ❖ Does most of its business domestically but has some international business
- ❖ Currently with larger bank but is not happy with customer service

CURRENT SERVICES

- ❖ LOC for operational needs but not drawn on recently
- ❖ Treasury Management & Business Deposit Services are key needs
- ❖ Require business online banking with advanced reporting capabilities
- ❖ Current branch within 3 minutes of location
- ❖ Receive 1-2 international wires per month
- ❖ Check remittances are received daily for software licensing

RECENT DEVELOPMENTS

Your EVP/Chief Operating Officer has approached you about reaching out to this business entity via his connection with the owner. Although the owner has worked with a larger bank, she has become dissatisfied with their customer service and is giving your bank a shot at delivering a proposal for banking services based on her friendship with your COO. The company needs a solution for the large number of checks received and they need credit as quickly as possible to support growth.

They are currently paying a couple of full-time employees to handle all of the incoming check payments. Additionally, they utilize special reporting capabilities from online banking to see their cash position each day. The report factors in payments that have cleared the account and outstanding payments that have not cleared so in essence it provides their daily cash position and anticipated changes. They are able to feed the report to their general ledger electronically.

YOUR MISSION

You and your COO will be meeting with the company President/Owner and the Chief Financial Officer to discuss a possible relationship. You may only have one shot at a meeting with this prospect so you need to manage your time wisely. There is a lot of potential fee income and deposits at stake so your pre-call planning is critical.

TEAM ASSIGNMENT

Consider the following as you formulate your sales team's strategy:

1. Who should be part of the sales team meeting with the prospect?
2. Who should be included in pre-call planning discussions?
3. Overall proposal strategy & goals (prioritize & set target dates).
4. How will you compete with the "Big Bank's" technology?
5. What are your strengths and weaknesses vs. "Big Bank"?
6. Based upon what you know, where are the customer's "points of pain"?
7. What information is missing? How will you question the customer to obtain this info?
8. What are the potential product solutions that you may introduce?
9. How will you manage your team resources to achieve success?