

VBA School of Bank Management

Effective Negotiations

Team A Assignment

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Performance Partners

Assignment

- Review Dykes Construction case and complete planner on last page
 - Needs of both bank and customer
 - Strengths of bank and customer
 - Options section (based on today's discussion)
- Use the planner sections in this deck for reference
- Read pages 8 and 9 in workbook

Team A: Banker's Needs

<u>Need</u>	<u>Reason</u>	<u>Priority</u>
<i>Fee</i>	<i>Earnings/ Supervisor</i>	<i>H</i>
<i>Relationship</i>	<i>Overall profitability/ Longevity</i>	<i>M</i>
<i>Trust</i>	<i>“secret sauce”</i>	<i>M</i>

Team A: Dykes' Needs

<u>Need</u>	<u>Reason</u>	<u>Priority</u>
<i>Service</i>	<i>Convenience</i>	<i>?</i>
<i>Fees</i>	<i>Savings</i>	<i>?</i>
<i>Branch remodeling</i>	<i>Revenue opportunity</i>	<i>?</i>

Team A: Banker's Strengths

Case

<u>Advantage</u>	<u>Actions to Leverage</u>
<i>Original bank</i>	<i>Show appreciation, don't "remind"</i>
<i>Great service</i>	<i>Is there enough to leverage?</i>
<i>Waived fee</i>	<i>Recast as constantly looking for ways to serve</i>
???	

Team A: Dykes' Strengths

Case

<u>Advantage</u>	<u>Actions to Leverage</u>
<i>Long term customer</i>	<i>Show appreciation</i>
<i>MegaBank</i>	<i>Explore relationship</i>
<i>D personality trait</i>	<i>Stay clear and concise</i>
???	

Team A: Options Planner

To be Negotiated	Option A (Opening Position)	Option B (Middle Ground)	Option D (Walk Away Point)
Appraisal fee			
Additional accounts			
Branch remodeling bids			
Other?			
Other?			