

# BANK FUNDAMENTALS

THIS COURSE CREATES THE FOUNDATIONAL KNOWLEDGE AND COMPREHENSION OF THE SALES VELOCITY EQUATION™ AND THE B.A.N.K.™ METHODOLOGY PERSONALITY PROFILING SYSTEM.

$$V = \frac{\text{Number of sales opportunities you work} \times \text{Average deal value} \times \text{Win rate}}{\text{Length of sales cycle}}$$

The Sales Velocity Equation™  
SALESFORCE.COM | ALTIFY

**Using B.A.N.K.™, you will improve your ability to connect with your prospects and clients, increasing your sales velocity.**

**This 8-hour course teaches you a systematic approach to get to "know/like/trust" quickly. You will be able to provide more value to your clients and stakeholders because you will know what they are really asking for.**

## IN THIS COURSE, YOU WILL:

- Demonstrate how to leverage the Sales Velocity Equation™ to drive maximum results for your business.
- Define the 4 B.A.N.K.™ Personality Types and the 12 values associated with each one.
- Identify at least 3 of the sales tips for each of the 4 B.A.N.K.™ Personality Types.
- Practice the B.A.N.K.™ Values Cards Script and crack their B.A.N.K. Code™ using the 4 value cards.
- Practice applying sales tips to your product or service in a partner's primary B.A.N.K Code™.
- Summarize how your communication skills will improve and how you can get more YES's and fewer NO's.

**\$50,000  
IN LESS THAN 90 DAYS**

“ I WAS SKEPTICAL AT FIRST, BUT I FOLLOWED THE STEP-BY-STEP SYSTEM & CLOSED 100% OF MY NEXT 8 CLIENTS USING B.A.N.K.™. THIS GAVE ME A TRACK RECORD I COULD BANK ON! ”

**JEFF VOGAN**  
FINANCIAL ADVISOR



RESULTS MAY VARY. NO OUTCOME IS GUARANTEED.



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IMAGINE WHAT YOUR LIFE COULD  
LOOK LIKE IF YOU MASTERED THE  
SCIENCE OF COMMUNICATION,  
CONNECTION, AND BUILDING  
SOLID RELATIONSHIPS.

**This 8-hour course is the foundation for understanding and comprehending the B.A.N.K. Personality Profiling System™.**

This fun workshop teaches a structure and system for understanding the people you work with daily. You will get the ultimate gift of communication tools you can use in the daily work environment when pressure is high to minimize conflict and win when relationships are key. Class participants will strengthen their workplace confidence, expand their communication skills, and learn how to provide more value to their clients and stakeholders. As managers and leaders implement these skills in the workplace, retention will soar. Individuals working directly with clients will improve their customer service ratings as they practice their new skills.

## IN THIS COURSE, YOU WILL:

- Define the four B.A.N.K.™ personality types and the 12 values associated with each one.
- See why opposites attract and attack, and how to turn that around.
- Learn essential communication tips for each personality type for all your personal and professional relationships.
- Demonstrate how to leverage the B.A.N.K. methodology to get the best out of every relationship, especially when you first meet and when the relationship goes into crisis.
- Identify at least three communication & connection tips for each of the four personality types.
- Practice cracking others B.A.N.K. Code™ using value cards.
- Individually summarize how your communication skills can improve and how you can get more peace and harmony instead of arguments, fights, or poor customer reviews.

“ B.A.N.K.™ IMPROVED MY TEAM  
RETENTION FROM 30% TO 70%.  
AND MY CLIENT SATISFACTION  
IMPROVED 105%. ”

REBECCA LASHCHUCK



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