



*Practical,
High-Impact Presentations
For Your Next Conference*

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Some talk theory...

Jack talks execution and trust-based conversations

Go-To Resource

State and National trade associations bring Jack Hubbard back time after time. The reason is simple; Jack offers insight and thought leadership around the sales process and sales execution. Jack's walked the walk in the financial services industry for more than three decades.

Value-Packed Presentations

Jack employs humor mixed with real-world experience and a street savvy approach that sends program attendees home with blueprints for success, not useless theory. With more than 60,000 financial services professionals personally trained and coached, Jack Hubbard's expertise is in demand in the areas of Performance Culture Development, Business Banking, Retail Selling and Sales Management.

Publishing

St. Meyer & Hubbard's 2008 groundbreaking book *Conversations with Prospects* provides a totally integrated roadmap for trust-based prospecting. St. Meyer & Hubbard has also been featured in numerous national and state financial services publications.

JACK HUBBARD



Known as the Professor of Prospecting, Jack Hubbard's programs have been compared to such sales luminaries as Jeffrey Gitomer, Zig Ziglar and Tom Peters.

Jack has shared the passion for what it takes to build impactful sales conversation initiatives in the financial services industry for more than three decades. Hubbard's expertise and out-of-the-box thinking put him in great demand as a presenter at state and national conferences, and as a faculty member at the nation's premier financial services schools.

Hubbard has served on the faculty of the School of Bank Marketing and Management for 24 years. He is an instructor at the prestigious Stonier School of Banking, The Commercial Lending School, Southwest Graduate School of Banking and North Carolina School of Banking. He is a regular presenter for conferences for ABA, CBA, BAI, RMA and over 40 state banking associations.

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Jack Hubbard—

Proven Resource for your Members

Seminar & Workshop Topics

Whether it's one-hour or one full day, your session with Jack Hubbard is totally tailored to your needs and to your audience. Below are just three of *numerous* topics available:

The Five Cs of Trust-Based Selling

A new day has dawned in financial services selling; one with trust and value at the core. This program takes the audience through a 21st Century approach to:

- How new client buying habits connect to sales conversations
- What business owners want from their financial services provider
- Getting prospects to come to you and eliminating cold calls and blitzes
- Using industry intelligence to show value the first time, every time
- Avoiding mundane follow-up through VIP strategies

There's more, much more, delivered in a fast-paced style. The program comes complete with practical tools financial services professionals can use immediately to differentiate themselves from their competition.

Building A Total Performance Culture

Whether its retail banking, business banking, or wealth management; sales cultures are as extinct as the dinosaur. The next-level is Performance Cultures and this program shows how to build it and sustain it through:

- Teams meetings that are "get to go" not "have to go"
- Check-ins...one-to-one strategic conversations
- Observations and joint calls
- Behavioral coaching strategies

CEOs, executive managers, sales managers and others that lead sales forces benefit from the down to earth tools and simplified approach to building and sustaining a Performance Culture.

Small Business...Not Small Potatoes

For over a decade banks and credit unions of all sizes have attempted to reach out and touch the nation's more than 30 million small business owners. This session discusses four key areas of success in building a Small Business Performance Culture:

- Infrastructure – products, technology, hiring practices, and other foundational elements needed to make the process a success
- Sales Management – tools and routines to keep the culture directionally correct
- Sales Process – activities sales people do when you rent their time
- Smarketing – marketing and sales connected at the customer experience

**Tired of theory? Want some tangible ideas to take home?
Does your organization need a check up from the neck up?
These fast-paced sessions deliver results, pure and simple.**

Selected Clients and Valued Associates

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SPEAKING/WORKSHOPS

National Associations

American Bankers Association
CUNA
CUES
America's Community Bankers
Bank Administration Institute
Consumer Bankers Association
Risk Management Association
Independent Community Bankers

State Associations

New York Bankers Association
New Jersey Bankers Association
Montana Bankers Association
North Carolina Bankers Association
Indiana Bankers Association
Michigan Bankers Association
Nebraska Bankers Association
Minnesota Bankers Association
Georgia Bankers Association
Texas Bankers Association
Virginia Bankers Association

Banking Schools/Other

Stonier School of Banking
School of Bank Marketing & Management
Graduate Commercial Lending School
National Commercial Lending School
North Carolina School of Banking
Southwest Graduate School of Banking
Crain's New York Business

PUBLISHING/CONTENT

American Banker
RMA Journal
Michigan Banker
Branch Manager Newsletter
Commercial Lending Review

ABA Marketing Journal
New Jersey Banker
North Carolina Banker
Selling Power
Financial Services Marketing Journal