



Scott Sorrell

How to Maximize ROR (Return on Relationship) "Boosting Bank Profits While Still Making Customers Happy"

Do your clients really have a relationship with your bank – or is it with your interest rates? The answer to that question will determine your institution's profitability ... and impact its longevity.

If you've always wanted to **charge higher rates** but never thought you could ...

If you love it when you create a true "win-win" but **can't do it with consistency** ...

If you're afraid your **clients might leave you** if you "adjust" your fees ...

This program is for you.

Scott Sorrell, "Mr. Charge Higher Prices," will teach your team how to **leverage maximum profit from every customer relationship** by **getting the prices & rates you want.**

In just a few hours, your people will learn how to:

- **Gain Agreement on Higher Lending Rates**
- **Never Leave Money On the Table Again**
- **Discover What Your Customers are *Really* Willing to Pay**
- **Utilize Professional Selling & Closing Techniques**
- **Sell More of Your Products (on Value Instead of on Rate!)**
- **Be More Persuasive (without being aggressive)**

Let Scott breathe new life into your profit margin!

'Price cutting is the first retreat of the inexperienced, the ignorant and the lazy salesperson.'

– Scott Sorrell

Scott has identified more than 80 different techniques & tactics for **getting your clients to put more profit in your pocket and be very happy about it.** Whether you're opening a ten Euro bank account or structuring a ten-billion Euro mega-merger, Scott's powerful training will help your team **maximize your financial gain.**

In his fun and fast-paced presentations, Scott draws upon 17 years of experience training sales professionals and executives at some of the best companies in the world, such as **Chase Bank, Wells Fargo, Century 21, Cisco Systems, BMW, Morgan Stanley**, and many others. Scott's daily rate in the US is \$18K. Don't miss this unique offer!

Target Group: B2B Sales Reps, Branch Managers, Sales Division Heads & VPs

Location: Plaza Hotel **Date:** April 2, 9am-4pm **Basic Level Price:** 140 Euro

Details on page 2. Early Bird: Save 20 Euro if you register by March 8.

Confirm registration with Junida Katroshi at junida.katroshi@aab-al.org.

Levels & Pricing

Basic Level. 140 Euro/person

Basic level includes:

- Full day of sales training with Scott 9:15am-4pm.
- Lunch will be provided with some of the other participants from the program

VIP Level. 180 Euro/person

Don't miss the exclusive VIP "Mastermind Lunch" with Scott

Sorrell! This private meal will be limited to just 8 people. You will get to know Scott personally as he shares his secrets of business and personal success. This opportunity will sell out quickly, so reserve your seat now!

VIP level includes:

- Full day of sales training with Scott 9:15am-4pm on April 2
- 90-minute Mastermind VIP Lunch with Scott Sorrell on April 2

VIP Premium. 230 Euro/person

Experience a powerful, one-on-one executive coaching session with Scott Sorrell "Mr. Charge Higher Prices"!

One hour with Scott will permanently transform your way of thinking about business and success. You will learn new ways to lead powerfully, make decisions quickly, and earn money more easily. Scott normally charges \$1000 US per hour for these sessions. He will have time for very few of these sessions while he is in Tirana. Don't let this special chance pass you by!

VIP Premium level includes:

- Full day of sales training with Scott 9:15am-4pm on April 2
- 90-minute Mastermind VIP Lunch with Scott Sorrell on April 2
- Individual Executive Coaching session with Scott Sorrell on another day

Agenda

8:45	DOORS OPEN
9:00-9:15	Networking
9:15-10:45	Session 1
10:45-11:00	Coffee & Networking break
11:00-12:15	Session 2
12:15-1:45	Lunch break – VIP Mastermind Lunch for participants at this level
1:45-3:00	Session 3
3:00-3:15	Coffee & networking break
3:15-4:00	Session 4