INDIANA BANKERS ASSOCIATION

Outside Calling School





The two-lesson Outside Calling School will deliver the most up-to-date selling techniques to help you and your company deliver loan and deposit results even during this "new normal" economy. You will go through the selling process to identify how to gain the trust of your client, gain a larger share of wallet and sell what your client truly needs. We will also address how to effectively manage the pricing discussion, how to overcome objections, and how research and profiling the client/prospect will improve targeting, prospecting and presentations.

Details:

July 9 & 16, 2026
9 am - 12 pm ET
Live Virtual Training

Topics:

- Outside Calling
- Negotiation Skills & Selling at Higher Margins
- Researching & Profiling Your Clients and Prospects

Who Should Attend?

Any professional who has client contact would benefit from this seminar. This includes the branch staff, commercial and consumer lending staff, trust and investment staff, and the mortgage staff.

Agenda:

Log In & Registration - 8:45 am
Program Begins - 9 am
Program Adjourns - 12 pm
All times are in ET

REGISTER ONLINE

indiana.bank/education

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Meet Your Trainer

Jennie Mitchell is Owner and CEO of Focused Results, a sales and marketing strategy, consulting, and training firm concentrating on results-driven process consulting and training experience in community banks and other financial institutions.

Prior to joining Focused Results, she was Director of Sales and Marketing for a $3 billion bank holding company, Sales Manager for a high-performing mid-level Indianapolis bank, and Director of Corporate Training for a large Midwest insurance company.

Registration

Name

Bank/Firm

Address

City/State/Zip

Phone

Email

Payment

Total payable to the IBA Foundation, Inc.

Please circle one:

VISA MasterCard AMEX

Cardholder Name

Card Number

CVV

Exp. Date

Zip Code

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Fees:

IBA Members / Associate Members
$600 per person

July 9 AND July 16, 2026

Please note this school consists of two half-day trainings!

Registration fees include the program and training materials. Participation in IBA programs is limited to members, associate members and non-members from an eligible membership category at applicable member or non-member rates. A 100% surcharge for non-members will be applied.

Cancellation Policy:

Within three or more business days prior to the day of an educational program, no cancellation charge will be assessed. Within two days prior, 50% of the fee is assessed. Refunds are not provided for cancellations or absences which occur one day prior or on the day of the program. Substitutions are welcome at any time.

Contact:

The IBA will send confirmations as requested for its programs. Please check the appropriate box on the registration form. If you have questions, contact Susan Clark at SClark@indiana.bank or Silvia Regalado at SRegalado@indiana.bank