

GSB 2023

# SALES AND MARKETING SCHOOL



## ALIGNING SALES AND MARKETING TO THE STRATEGIC PLAN

Receive a rebate of \$350  
for second and subsequent  
attendees from the same bank!

**September 25-29, 2023**

Fluno Center for Executive Education  
Madison, WI

## ENROLL TODAY AT [GSB.ORG](https://gsb.org)

Sponsored by:



This popular school from the Graduate School of Banking includes a mix of lecture, small group exercises and individualized application sessions to incorporate practical, hands-on content. The program's curriculum features two core areas of study—the business of banking and sales and marketing management:

### BUSINESS OF BANKING CURRICULUM

- Introduction to the Business of Banking
- Bank Performance Analysis
- Regulatory Environment
- The Future of Community Banking

### SALES & MARKETING CURRICULUM

- Sales & Marketing Planning
- Sales Management & Coaching
- Performance Metrics & Goal Setting
- Customer Information Management
- Sales & Relationship Building Skills
- Sales & Marketing Budgeting and ROI
- Content Marketing
- Acquisition Strategies
- Staff Development & Employee Engagement

*"The GSB Sales and Marketing School was one of the most educational and collaborative 5 days I have been a part of. The content of the sessions was timely and relevant to today's bank marketer. The instructors went above and beyond with the sharing of their vast knowledge and resources to help each and every student grow. I will continue to recommend this school to not only Marketers, but to all lines of business."*



**Graduate School of Banking**  
at the University of Wisconsin – Madison