

St. Meyer & Hubbard and Extraco Consulting Join Forces for Unprecedented Training of Financial Institution Teams

Innovative Training for Business Banking Performance Cultures and Retail Banking Relationship Building.

St. Meyer & Hubbard and Extraco Consulting jointly announce a partnership providing leading training, coaching and guidance to regional and community banks in commercial and retail banking.



With more than 200,000 financial services professionals trained and coached, St. Meyer & Hubbard has empowered business bankers and sales leaders to hold trust-based sales conversations since 2000. SM&H has partnered with banks and credit unions in 39 states going beyond sales cultures to create performance cultures for their organizations. From tailored classroom and virtual solutions, field-based performance coaching and ongoing consulting, St. Meyer & Hubbard aligns its resources to specific organization needs and objectives. This highly collaborative approach creates maximum levels of employee and customer engagement while fostering sustainable bottom-line results.

One regional bank Executive Vice President recently suggested, “Hire them, hire them now. SM&H has helped us increase loans and deposits by more than 250% in eight months. Their modern approach and practical tools are nothing short of amazing. This is the best sales curriculum I’ve ever experienced and SM&H is a true partner.”

“This strategic relationship is a natural fit for us,” suggested Jack Hubbard, Chief Experience Officer of St. Meyer & Hubbard. “Extraco Consulting’s philosophy of putting the client in the center of their thoughts, aligns perfectly with our trust-based methodology. The SWARM Banking process has been successfully implemented at nearly 350 organizations. Add marketing and technology services and community-based banks and credit unions can experience a one-stop retail banking approach. We are thrilled to launch this unique partnership.”

Extraco Consulting is committed to providing the resources needed to help banks and credit unions transition their retail banking model for growth and enhanced delivery channels necessary to meet customer demands. This may include total branch transformation, universal banker model transition, lean process refinement for efficiency, full product redesign/implementation and retail customer service/relationship building sales training for retail bankers.

One of Extraco Consulting’s clients, Tammy Kosa from Northrim Bank, shared “Extraco Consulting

provided us with a clearly defined framework to refine and implement bank wide sales/service training. We highly recommend the site visits. We experienced the SWARM Banking philosophy first-hand. Another key aspect was learning Extraco's best practice tips and having the ability to customize the training to make the training fit our culture and "feel like" us. As a result, our employees have embraced the process, and since implementing, we have seen our service quality remarks improve from 82% to 88% in two quarters. We are confident we will be able to sustain this well into the future because we have such a solid foundation."

Lindsay Green, President of Extraco Consulting said, "We strive to provide our clients with the best tailored solutions with proven results to fit their needs. Our partnership with St. Meyer & Hubbard is the perfect complement of commercial banking expertise with our retail banking expertise. We are pleased to join forces with the leading industry experts in commercial banking sales culture development. Our approaches are extremely similar and will provide our clients even further benefit of building a commercial performance culture."

Added Bob St. Meyer, President of St. Meyer & Hubbard, "we are thrilled to be able to offer our training and coaching resources to Extraco Consulting's clients in small business, business banking and middle market. We receive many calls from firms seeking alliances but most don't mesh with our core values. Extraco Consulting is completely in concert with our vision of how to teach, coach and provide support services to banks and credit unions."

For more information on St. Meyer & Hubbard, visit www.smandh.com. For more information on Extraco Consulting, visit www.extracoconsulting.com.

Source: St. Meyer & Hubbard and Extraco Consulting

Related Files

- [SM&H Remote Relationship Development](#)
- [SWARM Banking — Human Capital](#)

Additional Links

- <https://www.smandh.com> - St. Meyer & Hubbard website
- <https://www.extracoconsulting.com> - Extraco Consulting website

About Extraco Consulting

<http://www.extracoconsulting.com>

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