

Attracting Larger Depository Clients by Becoming a Strategic Banker

October 15, 2025

10:00 a.m. – noon CDT via Zoom

Questions: Call the SDBA at 800.726.7322 or email events@sdba.com

PROGRAM DESCRIPTION

In an environment where every bank is chasing the same deposits, the real winners are the bankers who know how to turn every conversation into an opportunity. This 90-minute, high-energy session will give you the tools, strategies, and confidence to find deposits hiding in plain sight, while positioning your bank as an indispensable partner to your clients.

Attendees will leave with a clear, actionable framework to:

- Have deeper, more strategic conversations with clients that uncover real opportunities.
- Identify and target the clients and industries with the greatest potential for deposit growth.
- Build a network of Centers of Influence (COIs) who become advocates for your bank.
- Use critical depository metrics to guide impactful conversations that win trust — and deposits.
- Implement a follow-up system that keeps you top-of-mind and drives consistent results.

PROGRAM HIGHLIGHTS

Create Crete Value Through Strategic Conversations

Go beyond the basics of “How’s business?” and move into meaningful dialogue that positions you as a business advisor, not just a banker. Learn how to bring market intelligence, competitor insights, and treasury strategies to the table so that clients see you as essential to their success.

Target the Right Clients

Your time is too valuable to spend on prospects that will never move the needle. This section shows you how to pinpoint the industries, company profiles, and seasonal cycles that produce the biggest deposit wins. You’ll also learn how to prioritize your calling efforts so you’re always working on the best opportunities.

Develop Centers of Influence (COIs)

Discover how to cultivate relationships with CPAs, attorneys, real estate brokers, and community leaders who can introduce you to exactly the kinds of clients you want. We’ll cover how to make these relationships mutually beneficial so that COIs are motivated to send their best referrals your way.

Deep Depository-Metrics Discussions

Instead of talking in generalities, we’ll show you how to lead with data-driven discussions about the client’s working capital, liquidity position, cash flow access, receivable and payable turnover, and inventory turns. These metrics are the keys to unlocking conversations about how your bank can help them improve performance while capturing more of their deposits.

Methodical Follow-Up Process

“Just checking in” doesn’t win business — but a thoughtful, structured follow-up process does. Learn how to build a cadence of communication that keeps you relevant, adds value at every touchpoint, and steadily moves prospects closer to saying “yes”.

WHO SHOULD ATTEND

Commercial bankers, treasury management professionals, relationship managers, branch managers, business development officers, and executives responsible for deposit growth and client acquisition.

PROGRAM PRESENTER



Larry Young: Owner of Boiling From Development

Larry Young is a 25-year sales veteran who has built and led high-performance teams to dominate markets and grow \$400M business lines from the ground up. He is a nationally recognized banking growth strategist and a featured keynote speaker at major industry events. Known for his high-energy and actionable presentations, Larry combines national expertise with a deep understanding of Midwest client relationships.

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Registration Fee:

- Member: \$200
- Non-member: \$300

Register online at www.sdba.com or,

Return form and payment to SDBA, PO Box 1081, Pierre, SD 57501 or fax to 605.224.7835.

Organization _____ Phone Number _____

Mailing Address _____

Employee	City	Email

Registration: \$200/person for members or \$300/person for non-members.

Cancellation: 100% refund if canceled on or before 10/1, 75% refund if canceled 10/2-4, no refund if canceled after 10/4. Substitutions allowed any time.

Payment Method:

Total fees due: \$ _____

Check enclosed

Please send me an invoice

Please bill credit card (*SDBA will call*)