

Article from The Business Journal, June 24, 2005. The questions were answered by Robert Brown, President, BANKTEAM:

After 25 years, Bankteam still empowers executives to promote growth

How has the banking industry you serve changed over the past 25 years?

“Not unlike other industries, the competition in the banking industry has steadily increased. Besides the competition from other banks, they compete for business with credit unions, insurance companies and brokerage firms. Service quality has become a priority. Employee turnover restricts an organization’s ability to consistently deliver great service.

So, successful banks are savvy at constantly increasing the coaching skills of managers. They also provide ongoing service training to help employees succeed at retaining and expanding customer relationships and to grow in their careers within the bank.”

How has your company’s service offerings changed over the years?

“Bankteam began as a training company that conducted leadership workshops. We now install ongoing performance improvement systems within banks and credit unions. We empower the entire team of executives, managers and supervisors to be vibrant coaches who actively promote successful service-sales results.”

What is the biggest challenge your company has overcome?

“Expanding to serve financial institutions on a national scale. We now have three locations: Phoenix, South Carolina and the state of Washington. A direct-mail marketing program uncovers new leads. Today 75 percent of our clients are outside the Southwest.”

What are your plans for the future?

“We will continue to offer state-of-the-art performance improvement systems—not one-time training events. We plan to stay true to our mission of helping financial institutions achieve lasting service-sales results by equipping their team of coaches to empower their employees to succeed.”

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