THE INTRINSIC VALUE OF LEARNING SOLUTIONS

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TIGHT LABOR MARKET THROUGHOUT THE UNITED STATES

Organizations are forced to hire candidates without any banking experience

"Unemployment rates were **lower** in December than a year earlier in 250 of the 388 metropolitan areas, higher in 116 areas, and unchanged in 22 areas, the U.S. Bureau of Labor Statistics reported."
U.S. Bureau of Labor, January 2019

"**For de novos, the hardest part about starting up is staffing up.** Recruiting employees has been one consistent challenge, bankers said. A tight labor market is mostly to blame, along with a dearth of younger bankers since the financial crisis. Some organizers have also noted the challenges of finding **well-rounded** bankers, which are very useful for small institutions."
American Banker, April 2019

90% of recruiters believe that recruiting is now candidate-driven.
True Cost of Losing Your Best Talent, April 2017

3.7% down from **3.9%**

INVESTING IN EMPLOYEES PAYS OFF

"**Why leaders should invest in employees:**
1. Attract and retain the best employees
2. Boost employer reputation
3. Increase innovation and performance
4. Allow upward mobility for promotable employees
5. Encourage looking forward"
Making Strategic Investments in Employee Development, Forbes, July 2018

"The American Society for Training & Development (ASTD) has found that **companies with fewer than 500 employees devote fewer training hours per employee than do larger companies** – and they spend more per employee."
Pat Galagan, Executive Editor of the Nonprofit Membership Association

"Every time an organization replaces a salaried employee, it costs them about **6 to 9 months** salary on average."
A study by the Society for Human Resource Management, 2016

"*For all jobs less than $50,000 a year in salary, the average cost of replacing an employee is **20 percent** of that person's annual salary.*"
Center for American Progress, 2012

$10,000 to replace

$50,000 annual salary

VALUE IN DEVELOPING CLIENT-FACING STAFF

A professional sales force is expensive — they must supplement their efforts with client-facing staff relationship development.

"Tellers must be able to clearly explain financial products and services and possess the outgoing, personable presence of a salesperson. **These skills are crucial** if tellers are to understand customers' financial goals and problems and thereby increase sales."
Smart Way to Turn Tellers into Sellers, American Banker, 2014

"The way your product sales training courses are designed and delivered will have a massive impact on how the course content will be remembered by your sales staff.
The least-effective way to deliver your product sales training is through a lecture where your salespeople will remember, at most, 5% of your content."
Marketing Essentials: How to Drive Growth with Improved Product Sales Training, Gartner, 2012

"**Cost of a professional call is between $180-$185 per call.**"
Quinterra, 2018

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