

EDGE[®] Training Ecosystem



The EDGE[®] Ecosystem influences (4) critical areas for your organization:

Because EDGE[®] is a...

- Sales Operating System (for revenue growth)
- Sales Performance Coaching System (for leadership capability)
- Recruiting System (for talent acquisition)
- Customer Experience System (for delivering remarkable customer service)

RETAIL BANKING

Sales Operating System for Licensed Bankers

Equipping Licensed Bankers to cultivate deep client relationships and grow revenue by at least 25% with Investment and Insurance solutions utilizing the Award-Winning EDGE® Selling System.

Outbound Calling & Appointment Scheduling System for Bankers

The Cure for Call Nights. This program shows bankers how to Double their Sales Appointments and Cross-Sell effectively to their existing client base.

Sales Performance Coaching System for Branch Managers

Growing branch revenue starts with Branch Managers who effectively coach their sales teams. This program enables Branch Managers to increase profitability and team productivity by at least 30%.

Client Service Experience System for Retail Banking

Attracting new business starts with exceptional customer service. This program equips Retail Bankers with the skill-set deliver the legendary EDGE® Customer Service Experience and develop clients for life.

Teller Referral System

Equipping Tellers with the tools and techniques to double their referrals from the line and increase branch revenue using the proven EDGE® Teller Referral System.

Recruiting System for Bankers

Attracting Top industry talent begins with the implementation of the Award-Winning EDGE® Recruiting System for Bankers. Increase recruitment and retention for your branch, region and division.

COMMERCIAL BANKING

New Business Development System for Commercial & Business Bankers

Develop new business with the EDGE® Sales System for Commercial Bankers.

Negotiation & Profitability System for Commercial & Business Bankers

Operate a profitable, thriving business by leveraging the EDGE® System of Negotiation for Commercial and Business Bankers.

Sales Performance Coaching System for Commercial Banking Sales Managers

Maximize your team's production with the EDGE® Coaching System tailored for the Commercial Banking segment.

Productivity System of Time Management for Commercial & Business Bankers

Boost productivity and efficiency with the Time Management system designed for Commercial and Business Bankers.

Recruiting System for Commercial & Business Bankers

Recruit Commercial Banking Rockstars with the EDGE® Recruiting System.

LinkedIn Marketing System for Commercial & Business Bankers

Fuel your Commercial Banking business with the EDGE® Marketing System for Commercial Bankers. This system harnesses the capabilities of LinkedIn to schedule appointments with decision-makers and acquire new accounts.

Credit Fundamentals Training for Commercial & Business Bankers

Build a foundation of capabilities for lending with a thorough knowledge of credit, financial statement analysis and loan structuring.

Advanced Credit Training for Commercial & Business Bankers

Advance your business with a deeper understanding of financial ratios, financial statements and loan underwriting standards.

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INSURANCE

Sales Operating System for Agents

Equipping Licensed Insurance Agents with a proven selling system to generate immediate premium and develop clients for life.

Sales Appointment Scheduling System for Agents

This system empower agents to Double their Sales Appointments and Cross-Sell effectively to their existing client base.

Sales Performance Coaching System for Agency Owners & Territory Managers

Maximize your team's production with the EDGE® Coaching System tailored for the Sales Leaders.

Recruiting System for Agency Owners & Territory Managers

Recruit licensed Insurance Agent Rockstars with the EDGE® Recruiting System.

Productivity System of Time Management for Insurance Agents

Maximize productivity and efficiency with the Time Management system designed for Insurance Agents.

Marketing System for Insurance Agents & Agency Owners

Fuel the growth of your agency and district with the EDGE® Marketing System. Harnesses the capabilities of LinkedIn & Krantz's market automation systems to schedule appointments with decision-makers.

WEALTH MANAGEMENT

Sales Operating System for Financial Advisors

Equipping Financial Advisors to cultivate meaningful client relationships and grow revenue by at least 25% with Investment and Insurance solutions utilizing the Award-Winning EDGE® Selling System.

Outbound Calling & Appointment Scheduling System for Financial Advisors

This program shows Financial Advisors how to double their Sales Appointments and Cross-Sell effectively to their existing client base.

Sales Performance Coaching System for Wealth Sales Managers

Maximize your team's production with the EDGE® Coaching System tailored for Wealth Management Sales Leaders.

Recruiting System for Wealth Sales Managers

Recruit Wealth Management Rockstars with the EDGE® Recruiting System.

Productivity System of Time Management for Financial Advisors

Maximize productivity and efficiency with the Time Management system designed for Financial Advisors.

Linkedin Marketing System for Financial Advisors

Linkedin is the world's largest professional network with more than 400 million subscribers. The clients and companies that you want to do business with are on LinkedIn. The platform has created an entirely new paradigm of sales and prospecting possibilities.

MORTGAGE

Sales Operating System for Mortgage Originators

This system is designed for Mortgage Professionals, teaching specific tools originators how to cultivate meaningful client relationships and grow revenue by at least 25% utilizing the Award-Winning EDGE® Selling System.

Outbound Calling & Appointment Scheduling System for Mortgage Originators

This program shows Mortgage Originators how to Double their Sales Appointments and Cross-Sell effectively to their existing client base.

Sales Performance Coaching for Mortgage Sales Managers

Maximize your team's production with the EDGE® Coaching System tailored for the Mortgage Sales Managers.

Recruiting System for Mortgage Sales Managers & District Managers

Recruit licensed Mortgage Sales Rockstars with the EDGE® Recruiting System.

Productivity System of Time Management for Mortgage Originators

Maximize productivity and efficiency with the Time Management system designed for Mortgage Professionals.

Marketing System for Mortgage Originators

Take your Mortgage business to new heights with the EDGE® Marketing System for Mortgage Originators. Flood your pipeline with new leads, applications and scheduled closings by utilizing our multi-touch lead generation and nurturing system. Automate new business development with our solutions to streamline your processes and eliminate time wasters.