

ADvantage-SOLutions takes an entirely new approach to marketing that gets results – **fast!**

ADvantage-SOLutions will empower you to evolve your bank from the traditional marketing approach which is a general dissemination of information (typically subliminal)...

...to a Pro-active, Face to Face, Sales and Marketing Culture which produces Immediate, Measurable Results

This innovative new process will:

- Win You the Dominant Share of your Mortgage Market
- Increase Deposits and Depositors
- Expand Non-Interest Income
- Improve Lending Production
- Grow Revenues and Profitability
- Create an internal process of effective cross-selling
- Create a team approach to managing customer relationships
- Increase per customer revenues
- Differentiate between customers and clients

“Virtually every bank in the country either has or is in the process of moving toward a ‘sales culture’.”

- Bank Investment Consultant Magazine
May 2007

ADvantage-SOLutions is designed to streamline that effort



Paul Alexander, Chairman
Alexander Group, Inc.
ADvantage-SOLutions
“Preparing the Environment”

**GREATER PERFORMANCE & HIGHER GOAL ATTAINMENT
FOR YOUR BANK**

**INCREASE YOUR SHARE
OF YOUR LOCAL MORTGAGE MARKET**



*Our Programs are Self-Funded by the additional revenue they generate.
Money Back Guarantee Available*

Your exclusive participation in *ADvantage-SOLutions* will ensure high impact results across the following disciplines:

- Brand Recognition
- Image Building
- The Emotional Cycle of Sales
- Product Development
- Product Bundling
- Increased Market Share
- Strategic Market Development
- Excellence in Bank Management
- “Cradle to Grave” Customer Relationship Development
- Consultative Selling
- Cross Selling and the Transfer of Trust
- Team Selling

*Ask about becoming
VIQ Certified*

VIQ is the recognition, improvement and certification of company initiatives for small to medium sized businesses.



INCREASE PRODUCTION
without
INCREASING CAPITAL INVESTMENT
through an
OPERATIONAL PROCESS
of
REFINED INFRASTRUCTURE.

Turn your "good ideas" into practiced techniques that are truly effective.

Turnkey *ADvantage-SOLutions* will:

- Improve the image of a strategic program or your entire organization
- Impact commercial and retail accounts
- Take market share by conquest
- Improve loyalty and retain customers
- Provide your managers with an aggressive, face to face marketing skill set
- Improve internal and external communications
- Improve morale

Alexander Group Inc.

Alexander Group Inc. is a full service multi-national Performance Improvement Company specializing in the Discovery, Development and Delivery of: Non Traditional Marketing, Product and Corporate Branding, Image Building, New Product Development, Incentive Motivation, Training and Events. Most of our processes are completely measurable and self funding. Our goal is to work closely with you as your functional partner to exceed your objectives through over-achievement, while keeping within your budgetary limitations.

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ADvantage-SOLutions

CONQUER YOUR MARKET

THROUGH *VALUE*,
INNOVATION,
AND *QUALITY*