
Clarity Advantage is . . .

a business consulting firm. Our clients are banks.

We help banks implement and execute sales strategies to generate more profitable relationships faster with small and medium-sized companies, their owners, and employees through branches, call centres, and field sales forces. We also assist banks to attract and expand relationships with individuals and families. We do this by focusing on four issues.

- 1 Value**
We help banks strengthen and refine their distinguishing value propositions, then translate their visions to language that sales people use to position value with clients.
- 2 Process**
We define sales process elements that embody banks' brands and create value for clients in the sales experience so they feel, "I would have paid for that sales call."
- 3 Integration**
We help banks connect efforts to support change across departments so that, for example, new sales process is connected to seasonal or strategic marketing initiatives.
- 4 Execution**
We help banks translate their visions and strategies into sales actions through training, coaching, tools, management practices, measurement, and other elements.

Want to know more? Contact us.

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