



**New Velocity, LLC**

**Contact:** Nabeel Jaitapker, Vice President of Communications and Marketing

**Phone:** 919-468-1917

**Email:** [nabeel@mynewvelocity.com](mailto:nabeel@mynewvelocity.com)

**FOR IMMEDIATE RELEASE**

## **Paragon Bank Selects New Velocity as Sales Training Partner**

*New Velocity to provide award-winning training via sustainability program*

**CARY, NC — Thursday, May 31, 2018** — North Carolina-based Paragon Bank, now a division of TowneBank, has selected New Velocity to provide sales and leadership training to its bankers.

New Velocity will help build upon Paragon Bank's sales success via its sustainability program consisting of tailored training and coaching working together in various cadences delivered through its online platform, onsite events and ongoing interactive video conference-based coaching sessions.

"Paragon's commitment to delivering an extraordinary client experience is built on the philosophy that clients deserve well-prepared, experienced bankers who are present and fully available, and are proactive about helping clients achieve their goals," said Brian Reid, President of Paragon Bank's Triangle Market. "By partnering with New Velocity, we are ensuring that our team is armed with the right tools for success."

New Velocity was recently named a top sales training company for 2018 by Training Industry, the most trusted source of information on the business of learning.

"New Velocity's job is to meet Paragon Bank's needs and develop new foundations of success that stick," said New Velocity CEO Chris Daltorio. "We are committed to helping Paragon employees become the outstanding version of themselves."

As the newest member of the TowneBank family, Paragon Bank will continue its private banking and commercial banking focus on operating companies, professional firms and nonprofit organizations with revenues under \$100 million. As part of the agreement, the bankers will receive expert training on gaining referrals, closing deals and becoming expert consultants to their clients.

New Velocity's award-winning training consists of: virtual instruction through its web-based platform, Virtual Velocity; onsite instruction featuring word-by-word role-play exercises and activities designed to motivate, educate and activate teams; and ongoing reinforcement via SuperStudio sessions utilizing industry-leading Lightboard technology, coaching, gamification and role-playing — all customized to ensure that training sticks.



For more information visit, [mynewvelocity.com](http://mynewvelocity.com).

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### **About New Velocity**

At New Velocity, we believe that improving sales success is the result of changing and reinforcing desired behaviors. We accomplish this via our sustainability program of online, onsite and ongoing working together at various cadences, and with customized content, to meet our clients' needs and developing new foundations of success that stick.

### **About Paragon Bank**

Paragon Bank provides a private banking experience to businesses, professionals, executives, entrepreneurs and other individuals through highly responsive professionals, an extensive courier service, online and mobile technologies, and a select number of strategically placed offices in Raleigh, Cary, and Charlotte, NC. Paragon Bank is a division of TowneBank, one of the top community banks in Virginia and North Carolina with over 40 banking offices serving the Greater Hampton Roads region in southeastern Virginia, the Richmond, Virginia metropolitan area, northeastern North Carolina and, with its merger with Paragon Bank in January 2018, the Raleigh and Charlotte metropolitan areas where it continues to operate under the Paragon Bank name.