



## Trust-Based Business Development Seminar

Bank to Business Calls that Generate Record Results

October 15, 2025, 9 a.m. – 4 p.m., \$395 per person

Kentucky Society of CPAs

1735 Alliant Avenue, Louisville

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Want to learn the superpowers that separate the top 10% of bank business development professionals from the 90% also rans? Want to see how AI and other tools can reduce call planning time by 90%? Want to learn how people and process beat product push every time?

You can if you join us for this practical, power-packed workshop led by nationally recognized presenter, Jack Hubbard. This isn't your typical sales seminar. Jack dives deep into how to connect with your clients, stand out from the crowd, and keep your momentum rolling for breakout results in 2026.

Here's what's on the agenda:

- Think Like Your Buyer: Case Study Call Planning
- Ask the Right Questions: 15 Power Approaches
- Make Your Client the Hero: Storytelling That Works
- Keep the Ball Rolling: Developing Joint Commitment
- Stand Out After the Meeting: Smart Follow-Up Strategies
- Using ChatGPT to make call planning a breeze

Just a few of the tools you'll get:

- Question Resource Guide with 20 pages of time-tested question ideas
- Discovery Call Diagnostic – a paperless call planner
- Share of Heart Template – Hobbies, interests, awards, Alma Mater and much more
- Conversation Recap – an easy, buyer-focused follow up strategy

Why you should join us:

- Hands-On Practice: Real scenarios, team discussions, and exercises to build confidence
- Pro Tips You Can Use Tomorrow: Walk out with ideas you'll want to try on your next call
- Energy-Packed: No just sitting around and listening—it's interactive, engaging and fun

If you are a bank executive, team leader, commercial or business banking, treasury management professional or branch manager, this program is for you. We sell out every year and your competition will be there. Will you?

### Speaker Jack Hubbard

Named one of the top 100 most trusted business leaders by Trust Magazine, Jack Hubbard has shared his passion for building trust-based Performance Cultures for five plus decades. With over 80,000 business and commercial bankers personally trained and coached in 49 states, Jack is one of banking's most sought-after presenters.

Jack is Chief Experience Officer of The Modern Banker, focused on teaching financial services professionals how to convert LinkedIn connections to trust-based conversations. Jack is also Chairman of St. Meyer & Hubbard, an Elgin-based sales training and coaching firm focused on helping bankers have better sales and sales leadership conversations.

A frequent keynote and seminar presenter for state and national banking associations, Hubbard has served on the faculty at 13 of the nation's top banking schools where his humorous style and street savvy approach have earned him best in school faculty 10 times.

A prolific writer, his content is regularly featured on LinkedIn as well as industry publications such as The Financial Brand. His bestselling book Conversations with Prospects has become the standard for trust-based prospecting in banking.

Jack's weekly Podcast Jack Rants with Modern Bankers, showcases bestselling authors and top minds in today's banking landscape and been downloaded more than 50,000 times in its first year.

Jack has served on the Board of Directors of St. Charles Bank & Trust since 2012.

# Trust-Based Business Development Seminar

## Cancellation Policy

Cancellations received more than 30 days prior to the event will receive a full refund. Cancellations received between 29 days and 10 days prior to the event will be charged a \$50 processing fee. There will be no refund for cancellations received less than 10 days prior to the event. Substitutions are always welcome and encouraged. All cancellations and substitutions must be submitted in written format prior to the event.

## Questions

Please contact Jamie Hampton at [jhampton@kybanks.com](mailto:jhampton@kybanks.com) with any questions. For a complete listing of KBA programs, or to register online, please visit [www.kybanks.com](http://www.kybanks.com). Dress is casual. Check in for the seminar begins after 8:30 a.m.

## Foundations of Banking School December 2025 Louisville

The Foundations of Banking School curriculum “walks” the banker through the bank using the balance sheet and income statement as the guides for understanding bank profitability. Several additional components have been added to the curriculum to enhance an individual’s grasp of the material and to strengthen their ability to interact and relate to their peers, employer and the organization. This innovative curriculum was developed especially for Kentucky bankers.

For more details or online registration go to [www.kybanks.com](http://www.kybanks.com).



## Registration Form

### Trust-Based Business Development Seminar

October 15, 2025, Louisville

\$395 per person (PDF)

Please copy this form for additional registrations.

REGISTRANT _____	TITLE _____	<b>Method of Payment</b> <input type="checkbox"/> Send invoice <input type="checkbox"/> My check for \$ _____ is enclosed. <input type="checkbox"/> Please charge my credit card \$ _____ as noted below. <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AmEx  CARD NUMBER _____ EXPIRATION DATE _____  CARDHOLDER NAME _____  CARDHOLDER'S SIGNATURE _____ SEC CODE NUMBER (3 DIGITS ON BACK OF CARD) _____
BANK _____		
MAILING ADDRESS _____		
CITY STATE ZIP _____		
PHONE _____	FAX _____	
EMAIL (REQUIRED FOR REMINDER) _____		
SPECIAL ASSISTANCE / DIETARY NEEDS _____		
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<b>Please send registration to: Kentucky Bankers Association, 600 West Main Street, Suite 400, Louisville, KY 40202 • Phone (502) 582-2453 Scan and email registrations to <a href="mailto:jhampton@kybanks.com">jhampton@kybanks.com</a></b>		