



For Immediate Release:

## Maximize Client Relationships - a New Service Introduced by Treasury Strategies

Chicago, ILL (December 8, 2006) – Treasury Strategies, Inc., a company known for its extensive Treasury knowledge and consulting services, is announcing the introduction of a new service, **Sales Max**, which offers bank sales, product and marketing departments with access to the techniques, tools and knowledge necessary to deepen their relationships and sell more effectively to their corporate clients.

The introduction of this new service is a direct result of corporate treasury's changing role. Across the country and around the world, Treasury departments are taking on a wider spectrum of responsibilities and becoming more strategic within their organizations. The impact on banks is significant, as the sale of banking services has become increasingly more complex.

"Because of our deep industry knowledge, Treasury Strategies is uniquely positioned to assist sales teams in understanding their clients' perspective, communicating the appropriate message, and delivering value to the client," said Cathy Gregg, a Partner of Treasury Strategies.

The **Sales Max** service from Treasury Strategies accomplishes two key objectives:

- Adds immediate value by transforming basic products into value-added solutions
- Assists the transition into new, more complex products that require a consultative sale

This new service is being introduced at the onset of a new era in commercial banking. "To help grow revenue, banks must restructure themselves around the customer and evaluate new product development, alternate distribution channels and revamped sales processes," said Gregg.

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The services offered through **Sales Max** include:

1. Classroom-style sales training
2. On-line (e-learning) Treasury training
3. Train-the-Trainer education
4. Management coaching
5. Sales and marketing effectiveness scorecards
6. New product training
7. Monthly "hot-topic" Webinars
8. Client meeting facilitation services

Founded in 1982, Treasury Strategies, Inc. is a client-focused Treasury consulting firm serving corporations and financial institutions. As a thought leader in treasury, liquidity, payments and working capital management, we develop customized and actionable solutions unparalleled in the marketplace.