

Laurie Swofford

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PROFILE

Experienced personal banker with strong customer focus and track record delivering profitable sales and customer-focused solutions at the branch level. To date, have won numerous sales and referral awards through outstanding interpersonal skills, rapport-building, comprehensive product knowledge, and impeccable customer service.

SKILLS

- Consultative Sales & Solutions Selling
- High Close Ratio; Client Relations
- Relationship Management
- Problem Resolution
- Presentations: Product Features
- Customer Needs Assessment

SALES EXPERIENCE

M&I Bank / BMO Harris Bank, Milwaukee, WI:

Personal Banker (1989 - Present)

- Deliver relationship-based banking solutions, managing a diverse portfolio of customers, including a growing number of high net-worth customers
- Generate new business including deposit accounts, home equity loans and lines, certificates of deposit and credit cards.
- Identify and refer potential customers to business partners including financial advisors, mortgage lenders, business bankers, merchant services and treasury management.
- Train and mentor new banking associates, as well as coach Customer Service Representatives in driving referrals.
- Present sales and selling strategies to internal team members

Antique Center Walker's Point, Milwaukee, WI:

Owner, Buyer, & Manager (1975 - 1989)

- Managed a team of employees
- Directed sales and acquisitions to build saleable inventory.

EDUCATION

B.S. in Business Administration, Mount Mary College, Milwaukee, WI, 1995