

BankDirector.

Breakout 5:
**Four Common Forces
Leading to Technology
Solution Pivots**

**Tori VanCura
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HC3

Jay McLeod

FOCUS Bank

#A0BA24



Change is expensive

Why bankers invest in technology solutions

Tori VanCura-Rutland, HC3

“Understand that commitment to a major change is always expensive, and that you either pay for achieving it or pay for not having it.”

Daryl Conner, Conner Advisory

“We are all creatures of habit, and we will keep doing what we have been doing unless we have that struggling moment...”

Bob Moesta, The Rewired Group

Demand-side Sales 101: Stop Selling and Help Your Customers Make Progress



VS.



"Their stomach is growling, and Snickers feels like food—the nougat, caramel, and peanuts form a ball, it's hard. Snickers does not compete with Milky Way at all."

Bob Moesta, The Rewired Group

4 Common Forces

For pivoting technology solutions



Force 1

When my solution is under review



Force 2

When there is an urgent need



Force 3

When systems change



Force 4

When my solution impacts our brand

*“The vendor we choose is
a reflection of us...”*

Karen Rose, F&M Bank (VA)

Case Study



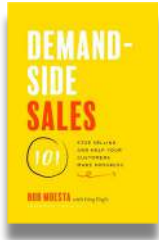
Jay McLeod

Vice President
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Thank you for joining us

Resources:



[Snickers vs Milky Way Case Study](#)



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