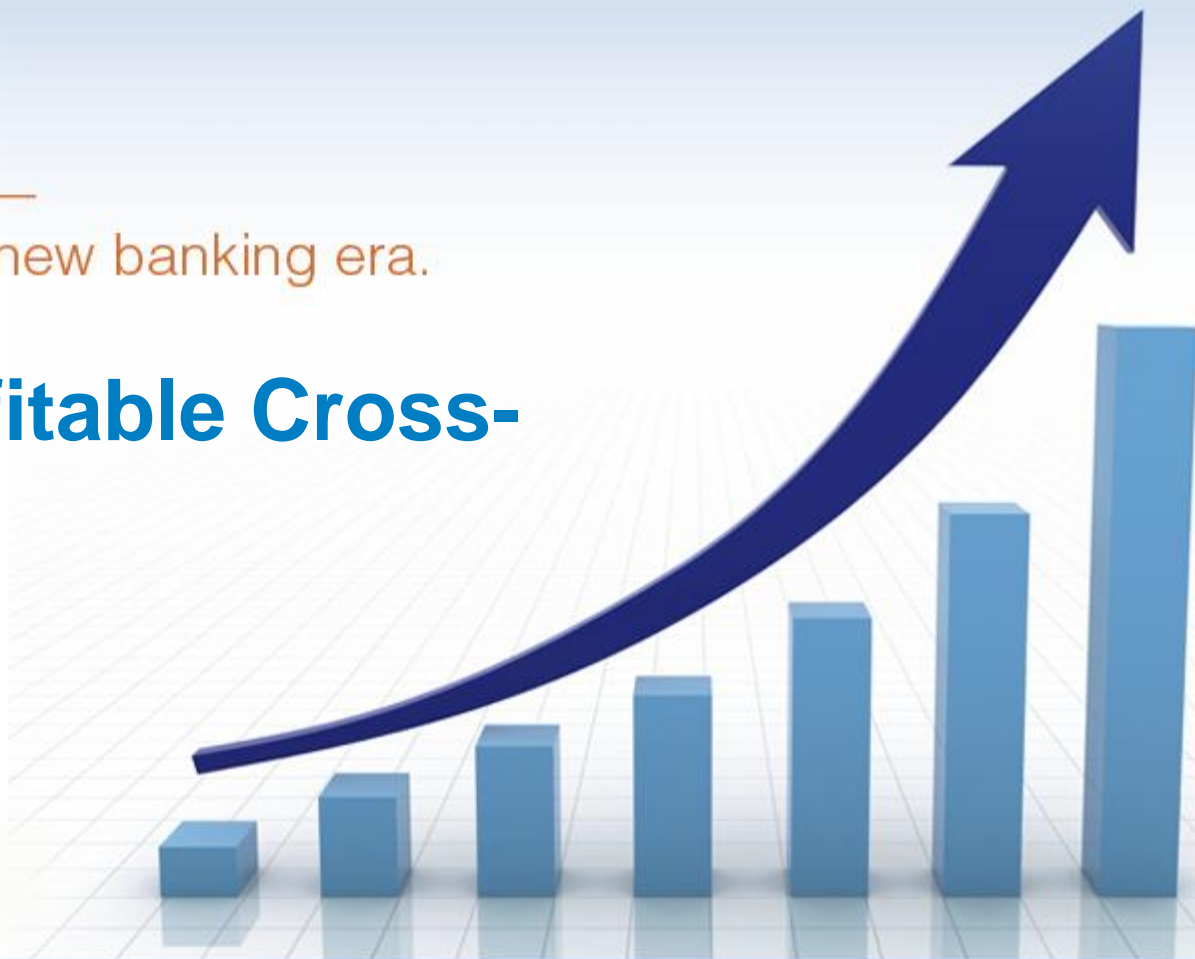


2010 ICBA WEBINAR SERIES

**Driving Performance—**  
Succeeding in the new banking era.

# 5 Steps to Profitable Cross-selling



*Presented by:*

**Curry Pelot**

CIO

Fiserv

Bank Intelligence Solutions

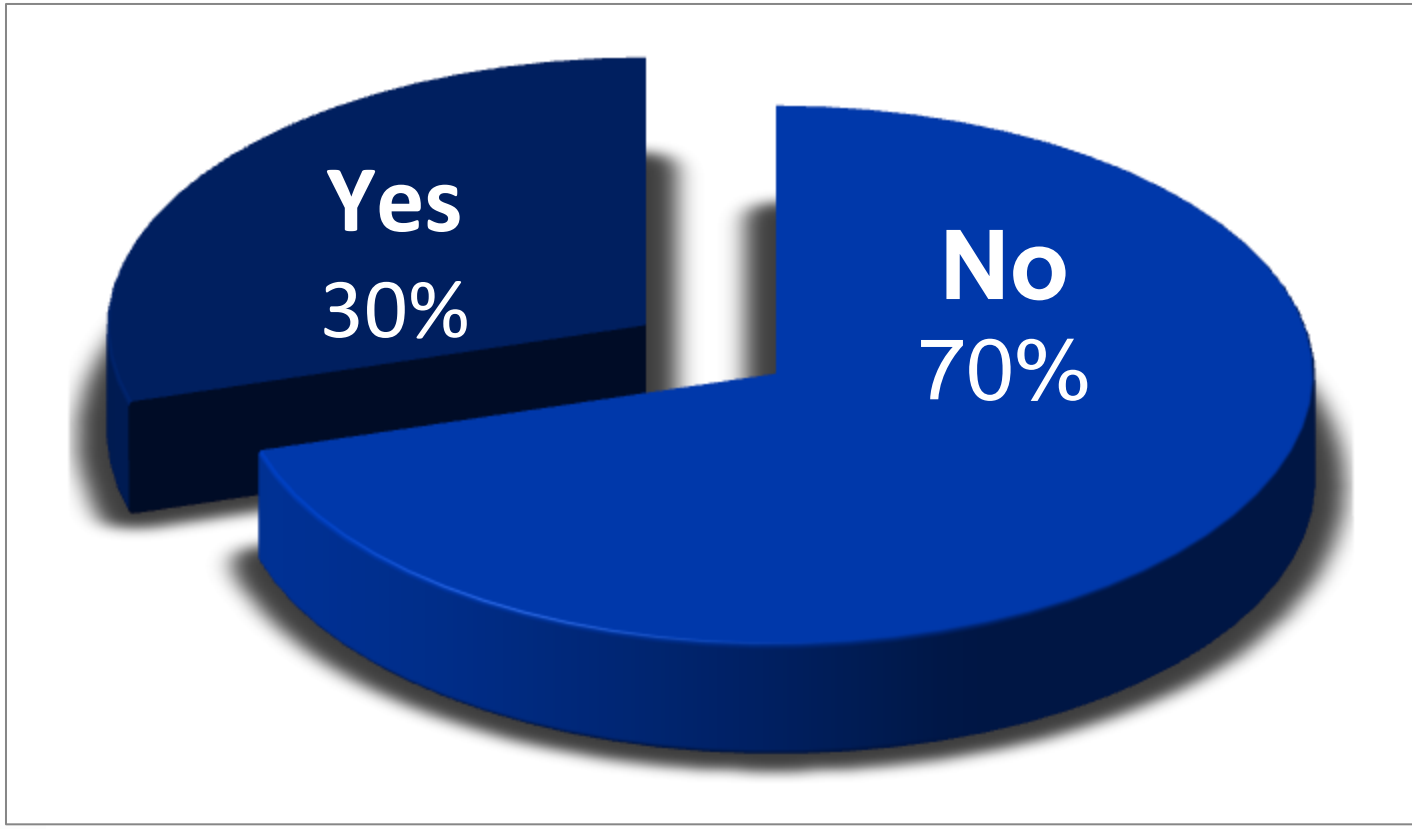
[curry.pelot@fiserv.com](mailto:curry.pelot@fiserv.com)

**fiserv.**

**ICBA**  
Preferred  
SERVICE PROVIDER

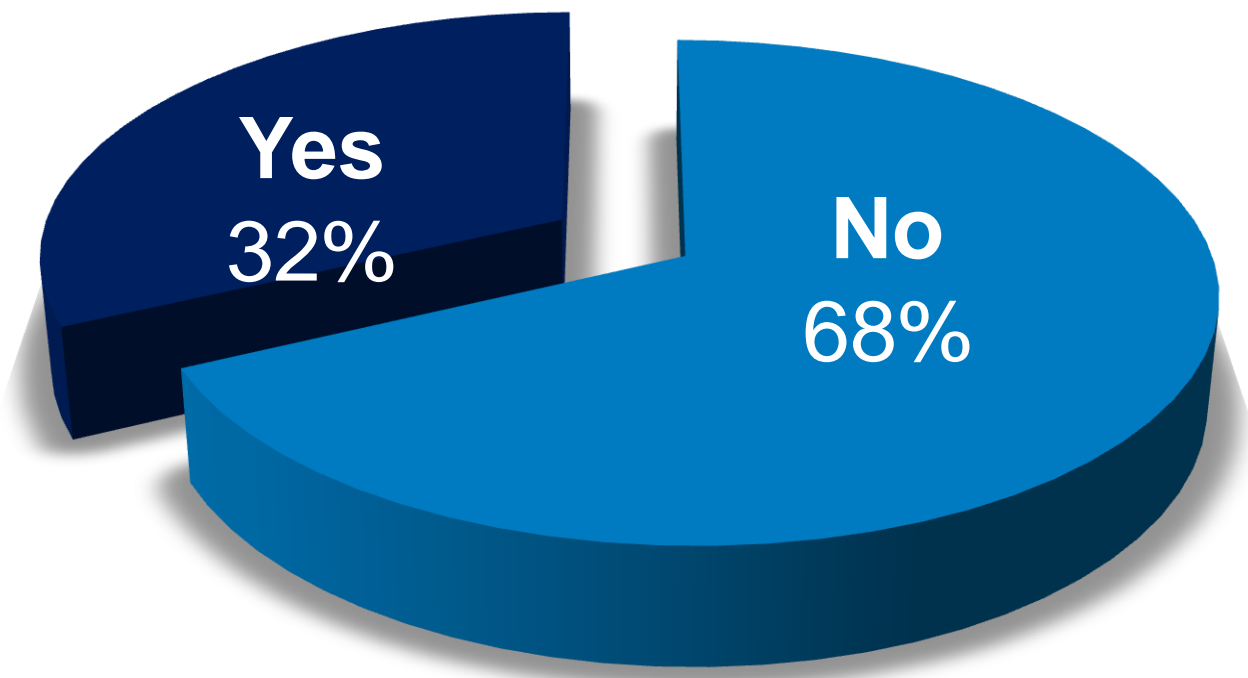


# Have you segmented your current customers?



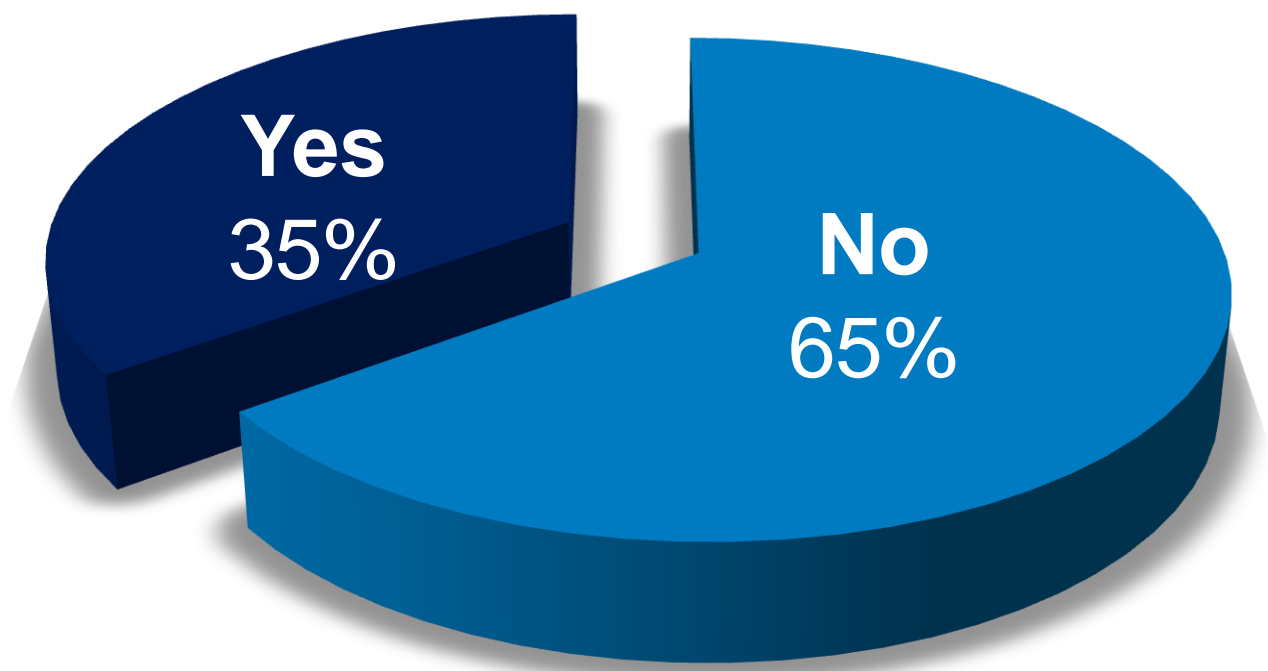


# Do you measure cross sell by customer?





# Do you have an ongoing direct marketing effort for your current customers?





# Have you measured share of wallet for your current customer base?

