

Case Study

Client Overview

Camden National Corporation, the holding company for Camden National Bank and Acadia Trust, N.A., required a strategic partner to create a powerful sales culture aligned with the Bank's values. CNC wanted a learning environment that would result in improved selling skills while at the same time develop its leaders.

Camden National CEO, Greg Dufour, understood that a culture shift would require a significant direct and indirect investment. For that reason, CNC conducted an extensive due diligence process of many providers of sales training programs, putting the project out for bids from top training providers.

Selecting Integrity Solutions

The selection criteria were that the successful partner and program would have to:

- Share the same commitment and vision to customer service as Camden National
- Have a program in which all employees of the organization could be trained
- Have a results-based track record
- Have reinforcement that would be sustainable as well as scalable as the company grows.

Integrity Solutions and its Integrity Selling® suite of programs exceeded all requirements of the organization. Through a close collaboration between Camden National and Integrity Solutions, all of Camden National's 400 employees, from entry-level clerks to the CEO, (who attended both Integrity Selling® and Integrity Selling for Service Professionals®), completed Integrity Selling® or Integrity Selling for Service Professionals® course within a period nine months.

Highest Level Support

Camden National's board of directors also attended a mini-workshop created and facilitated by Integrity Solutions. In fact, the Integrity Solutions facilitator was invited to be a guest speaker at the annual Leadership Conference for the company's officers.

Currently

As of 2014, all Camden National employees are trained and the training itself now resides in the on boarding program for new hires.

Each year CNC leadership revisits how they can sustain and grow results leveraging the Integrity Solutions methods and tools.

The Results

The results of this collaboration between Camden National Corporation and Integrity Solutions have been impressive. In addition to actual and measurable improvements in quality of sales calls, follow up and booked business, CNC's employees have provided testimonials at graduation ceremonies where they have thanked Camden National for the investment made in them professionally and personally.