

Why Great Bankers Choose To Be Memorable

Most community bankers pride themselves on precision, clean spreadsheets, balanced budgets, and smart strategy. The most successful bankers also know that relationships are built on trust, which is built on memorable moments supported by consistency, reliability, confidentiality, and the delivery of personalized financial solutions.

Along the way, those memorable relationship moments turn customers into advocates. Being memorable doesn't require magic. It requires intentionality.

The Value of Being Remembered

When you think about your own customer experiences, chances are, you remember the people who went out of their way to create a moment:

The barista who remembered your name and your drink order.

The car salesman who followed up months later to check in.

The insurance agent who sent a handwritten note when a child graduated from high school.

These are simple gestures, but they stand

out—not because of what they were, but because of how they made you feel.

That same principle applies in banking. When you're one of three bankers someone meets weekly, what makes you the one they remember? Rates and products can be copied. The feeling you create cannot.

The Unexpected Power of Embarrassment

Some of the most memorable moments come with a dash of vulnerability. Maybe you've mispronounced someone's name, fumbled over small talk, or shared a story that felt a little too personal. Guess what? That's human.

I heard a story once about an ultra-polished banker who decided to wear a tie covered in rubber ducks to a meeting with a small business owner who ran a pool supply shop. He was mortified, but the client loved it. Years later, when the business needed help, guess who got the call?

Being memorable means being willing to take a risk. Not a financial one—a personal one.

Introvert or Extrovert—Doesn't Matter

You don't have to be a natural charmer to make a connection. Introverts often create deeper one-on-one relationships. Extroverts

continued

might bring more energy. But both can leave an impression.

What matters is showing up with authenticity and intention. That might mean:

Sending a funny article you know a client would enjoy.

Recommending a restaurant that reminds you of a conversation you had.

Taking 60 seconds after a meeting to write down something personal to follow up on later.

These are little things. But little things make big impressions.

Push the Edge—Make the Memory

Being memorable means doing something different, even when it's a little uncomfortable. That's what makes it stand out. Most people play it safe. Great bankers don't.

Here's the Challenge

This week, create one moment with a customer or prospect that they will remember. Make them laugh. Surprise them. Show up differently. Be bold enough to care in a way they didn't expect.

You might feel a bit uncomfortable, even awkward, but it will also be genuine, and it will really stick.

We learned that a bank CEO we worked with loved M&Ms. It was a fun day when we gave him

a set of M&M-themed lights for his Christmas tree. It was not a typical meeting follow-up, but the connection was strong.

In a world of forgettable transactions, be the person they remember.

Make the memory.



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