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FOR IMMEDIATE RELEASE

InnerView Charges into Financial Services with Third Act Sales Consulting: Strategic Alliance Sets Sights on Enhancing Retail Banking Experience

Companies will collaborate to build programs and tools that help banks activate their unique brand promise internally, resulting in a better customer experience and improved profitability

November 6, 2019, Philadelphia, PA – InnerView Group, a marketing consultancy that specializes in brand alignment, today announced a strategic alliance with Third Act Sales Consulting, a sales strategy firm with more than 25 years of experience in the banking sector. The InnerView team will work with Third Act principal, Ned Miller, to help banks and other financial institutions improve alignment between their brand and marketing strategies and their sales and service representatives who interact with customers daily.

“InnerView and Third Act Sales Consulting share a common passion – helping employees at the front lines deliver the best customer experience they possibly can,” Christopher Wallace, President at InnerView Group, shared. “By partnering with Ned Miller, whom we have grown to respect tremendously over the years, we will be able to bring that passion to the banking community and offer a level of expertise and innovation that will help financial brands serve the modern customer.”

As part of the strategic alliance, the two firms will focus on brand alignment and creating consistency across banks’ critical customer-facing channels and representatives, resulting in:

- Enhanced customer understanding of products and services
- Improved customer experience and satisfaction
- Brand differentiation and loyalty
- Better revenue performance

“Many banks are struggling to tell their story to customers on a consistent basis,” Ned Miller stated. “There is significant competition for customer attention, and it’s critical that banks share a very clear vision of the value they offer and how they are different. By working with the InnerView team, I believe we can help progressive financial institutions harness the potential their front-line teams have to be brand storytellers and ambassadors.”

For more on this partnership, please visit innerviewgroup.com.



About InnerView Group

Started in 2018, InnerView is a marketing consulting firm that helps companies align their brand and product stories with their customer-facing teams. The company's proprietary Brand Transfer model helps clients identify areas where a company has internal brand and message misalignment and builds customized internal campaigns designed to improve adoption and delivery of the brand story. InnerView's solutions support critical go-to-market initiatives, including product and service launches, campaigns or promotions, mergers and rebranding efforts. For more visit InnerViewGroup.com.

About Third Act Sales Consulting

Third Act Consulting provides strategic guidance to banking executives on building and developing best-in-class sales performance. The firm works with executive management, line of business heads and team leaders in the following areas: team skills assessments; recruiting, onboarding and orienting sales leaders; developing and implementing sales coaching plans. Third Act founder, Ned Miller, is a frequent speaker at banking conferences and regularly publishes articles in banking publications on sales and sales leadership.

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