

BB&T CORP
Form 8-K
February 07, 2002

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

**Form 8-K
Current Report**

Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

February 7, 2002

Date of Report (Date of earliest event reported)

BB&T Corporation

(Exact name of registrant as specified in its charter)

Commission file number : 1-10853

North Carolina
(State of incorporation)

56-0939887
(I.R.S. Employer Identification No.)

200 West Second Street
Winston-Salem, North Carolina
(Address of principal executive offices)

27101
(Zip Code)

(336) 733-2000

(Registrant's telephone number, including area code)

This Form 8-K has 50 pages.

ITEM 5. OTHER EVENTS

The purpose of this Current Report on Form 8-K is to file presentation materials from BB&T's 2002 Investor Conference held on February 7, 2002.

EXHIBIT INDEX

BB&T

**Creating The Best
Financial Institution
Possible**

BB&T MISSION

**Help our clients achieve
economic success and
financial security**

STRATEGY:

**Create a series of
community banks dedicated
to the highest level of**

CLIENT RELATIONSHIP MANAGEMENT;

**supported by a large
corporate service
organization with the
economies of scale to
provide technologically
driven, high quality
services.**

COMMUNITY BANKING

BB&T REGIONS

FOCUS:

Opportunity to improve performance of "new" regions to level of core regions based on BB&T strategy

IMPROVEMENT COMPARISON: New Regions

**RETAIL LOAN PRODUCTION
PER LENDER PER MONTH
(In Thousands)**

**COMMERCIAL LOANS CLOSED
PER LENDER PER MONTH
(In Thousands)**

**SMALL BUSINESS LOANS CLOSED
PER LENDER PER MONTH
(In Thousands)**

**MORTGAGE LOANS CLOSED
PER LENDER PER MONTH**
(In Thousands)

NET REVENUE PER BRANCH
(In Thousands)

5+ SERVICES HOUSEHOLDS

RETURN ON EQUITY

SALES MANAGEMENT SYSTEM

**EMPHASIS: to create a sales
culture of proactive client and
prospect relationship
management**

- 1.) Community Banking Concept**
- 2.) Workforce Selection and Retention**
- 3.) BB&T Leadership Model**
- 4.) Quality Education Support/Training**
- 5.) Know, Show, Grow Coaching Model**

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- 6.) OLYMPICSS Strategy**
 - 7.) Sales Process/Integrated Relationship Management (IRM)**
 - 8.) Recognition Systems and Incentive Programs**
 - 9.) System Support and Technology**
 - 10.) Client Service Strategy**
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BB&T SALES MANAGEMENT PROCESS

Goals and Expectations

(Results)

Weekly Sales Cycle

Continuous

Inspection/Feedback

Competition

Focus on Profiling/Cross-Selling

Coaching from Playbooks

Goals and Expectations (Results)

**Individual accountabilities
and goals negotiated and
listed in Playbook**

- Teller--2 quality referrals/day**
 - Relationship Banker--200 points/day**
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- **Retail Lenders--\$400,000 loan production/month**
 - **Commercial Lenders--\$1.6 million loan production/month**
 - **Business Bankers--\$500,000 loan production/month**
 - **Mortgage Lenders--\$1.5 million loan production/month**
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Weekly Sales Cycle

Continuous Inspection/Feedback

Continuous Inspection/Feedback

Competition

Competition

Competition

**Focus on
Profiling/Cross-Selling**

**Focus on
Profiling/Cross-Selling**

Coaching from Playbooks

Coaching from Playbooks

Incentives
President's Award

BALANCED INCENTIVE SYSTEM

Client Service Quality
Profitability
Credit Quality
Growth

**BALANCED RECOGNITION
PROGRAMS:
PRESIDENT'S AWARD**

OBJECTIVES

- **Client service quality (20%)**
- **Balance sheet quality (25%)**
- **Profitability (30%)**
- **Growth (25%)**

EVALUATION

- **Peers (25%)**
- **Standard (25%)**
- **Budget (50%)**

PROCESS IMPROVEMENT

**Service quality feedback
K-10**

SERVICE QUALITY- FEEDBACK

CSI (Improved)
Peer Survey (New)
Mystery Shops (New)

K-10 CONCEPT

**Create a feedback system to
give early indication of non-
performance of activities
essential to success to allow
for early intervention
resulting in more rapid
improvement**

K-10 PROCESS

Survey high performance branches to determine probable actual activities

Survey high and low performance branches to assess actual performance in actual areas

Run correlation analysis on results to affirm critical areas

Begin routine surveys of all branches

Develop execution intervention strategy for all low K-10 branches

SUMMARY

Community banking strategy continues to produce superior results

New regions are improving at a fast pace

BB&T's sales management system is a balanced system focusing on client service quality, balance sheet quality, profitability and growth

Improvement in feedback systems will enhance productivity

BB&T will become...

***THE BEST FINANCIAL
INSTITUTION POSSIBLE***

S I G N A T U R E

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BB&T CORPORATION
(Registrant)

By: /S/ SHERRY A. KELLETT

Sherry A. Kellett
Senior Executive Vice President and Controller
(Principal Accounting Officer)

Date: February 7, 2002