

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

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

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**Form 8-K  
Current Report**

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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**

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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.**

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**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.

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**EXHIBIT INDEX**

# **BB&T**

**Creating The Best  
Financial Institution  
Possible**

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## **BB&T MISSION**

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

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## **STRATEGY:**

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

# **CLIENT RELATIONSHIP MANAGEMENT;**

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

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## **COMMUNITY BANKING**

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# **BB&T REGIONS**

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## **FOCUS:**

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

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## **IMPROVEMENT COMPARISON: New Regions**

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

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

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

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

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**NET REVENUE PER BRANCH**  
(In Thousands)

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**5+ SERVICES HOUSEHOLDS**

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# **RETURN ON EQUITY**

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## **SALES MANAGEMENT SYSTEM**

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**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**

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## **Goals and Expectations (Results)**

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

- Teller--2 quality referrals/day**
- Relationship Banker--200 points/day**

- **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**

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## **Continuous Inspection/Feedback**

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# **Continuous Inspection/Feedback**

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**Competition**

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**Competition**

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**Competition**

**Focus on  
Profiling/Cross-Selling**

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**Focus on  
Profiling/Cross-Selling**

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**Coaching from Playbooks**

## **Coaching from Playbooks**

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**Incentives**  
**President's Award**

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### **BALANCED INCENTIVE SYSTEM**

**Client Service Quality**  
**Profitability**  
**Credit Quality**  
**Growth**

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**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)**

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## **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**

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## **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**

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**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**

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## **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