

Table of Contents

Program Overview for Trainers

Introduction to the <i>Seminars in a Box</i> for Staff training.....	iii
Time Frames for <i>Why Care About Selling?</i>	iv
How to Use this Guide	vi
Training Room Plan	vii
Training Checklist	ix
Materials Needed.....	x
Tips for Trainers	xiii

Facilitator's Guide

Objectives	3
What Do Members Want?	5
Why Do Customers Leave a Business?.....	7
How Do Customers React to Poor Service?.....	9
Who Are our Customers?	9
The PRIDE Model.....	11
The PRIDE Model Challenge.....	13
Conclusion: Why Care About Selling. . . Back at the Credit Union	13

Participant Handouts

Objectives	4
What Do Members Want?	5
Why Do Customers Leave a Business?.....	6
How Do Customers React to Poor Service?.....	7
Who Are our Customers?	8
The PRIDE Model.....	9
The PRIDE Model Challenge.....	10
Why Care About Selling. . . Back at the Credit Union	12