

Staff Training And Recognition

STAR is a complete self study course that provides:



- ✓ *Flexibility for employees*
- ✓ *Credit union specific training*
- ✓ *Training tailored to front-line staff*
- ✓ *Activities to practice lessons learned*
- ✓ *A 40-question test for participants*
- ✓ *A certificate program that rewards achievement*
- ✓ *College credit for selected courses*

Cross-Selling

S120
Fourth Edition



Contents

STAR courses are focused on the development of frontline and operational staff. The enclosed table of contents and introduction section provides a general overview of the topics covered in this course.

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Introduction

Publication of the first edition of this module turned out to be prophetic. Now, over a dozen years after its appearance, the topic has only grown in its importance to credit unions. More than ever, credit unions depend on effective cross-selling to retain members and educate them about products and services that help them meet their life goals. Cross-selling is a member service rooted in the “people helping people” philosophy of credit unions. It’s also the backbone of a credit union’s strength and represents its potential for future growth.

Cross-selling entails an understanding of credit union members and their needs, thorough product knowledge, and the listening and communications skills required to introduce a member to a product that solves a problem or otherwise meets a need.

Successful cross-selling requires both practice and training.

While at times challenging, cross-selling can be learned and successfully applied by any credit union employee willing to take the time and make the effort to learn its components. Reading this module, completing the activities, and testing your comprehension of the information presented here is a good place to begin. Although it’s unlikely that you will become your credit union’s star cross-seller in a few weeks, you easily can begin to put into practice what you’ve learned in that time frame. If you look for cross-selling opportunities and act on them, you soon will experience success. You also will be performing a valuable service for both the members you meet and your credit union. Chapter 1 details the benefits of cross-selling to your credit union and

discusses the role of cross-selling in today’s highly competitive marketplace.

Learning to cross-sell requires preparation, including mental preparation. Chapter 2 explains how to build your confidence to sell, overcome your fears, address objections, and project a positive personality and professional attitude. It shows you how to replace uncertainty with confidence and to replace fear with competence.

Product knowledge is also key to cross-selling, and chapter 3 leads you through a review of your credit union’s products and services. This chapter explains the features and member benefits of your credit union’s products and services and then helps you compare them to those offered by competing financial institutions.

Chapter 4 helps you get to know your members better. It



Introduction (cont.)

discusses the complexities of consumer behavior using demographic reports and member and nonmember surveys. This chapter helps you identify member needs by exploring common life-cycle changes; it also pinpoints products and services that might solve particular problems—such as a retiree planning a cruise, a family trying to plan for gift giving for the holidays, or a parent or grandparent concerned about a child's education funds. The more you understand your credit union's members, the better able you are to help them solve their problems and meet their financial goals.

Member relations is another vital component of cross-selling, and chapter 5 analyzes its

importance. By building good member relations, you build trust and credibility for yourself and your credit union. Good member relations and customer satisfaction have always been fundamental to the philosophy and operation of credit unions. Along with convenient location, quality of service is the most important factor determining where members take their business.

Chapter 6 helps you put all you've learned into practice as you progress through an actual face-to-face sales encounter. The mental preparation and research you completed in earlier chapters should now pay off as you engage in daily sales encounters with members. The techniques and guidelines offered can help you deliver a

professional, polished sales presentation to members who might benefit from additional credit union products or services.

Chapter 7 looks at cross-selling in a different realm. It explores telephone sales, tips on telemarketing, and the advantages and disadvantages associated with using the telephone as a cross-selling tool.

When you've read these chapters, understood their objectives, and completed their activities, you will have gained a solid knowledge of the basics of cross-selling and what it takes to be effective. You also will have practiced your member relations skills and taken the first steps along your own successful journey in cross-selling.

Now, let's get started.



STAR General Information

The Staff Training and Recognition (STAR) Program focuses on the needs of frontline and operational staff. STAR offers 43 practical, job-specific courses in twelve operational areas. Videotapes are also available to enhance and enrich your learning experience.

For more information on STAR:

1. Visit training.cuna.org and choose "self-study certificate programs".
2. Call (800) 356-9655 ext. 4072
3. email eLearning@cuna.com

Ordering STAR is easy

Print-Based Courses and Exams

Contact your league for prices on specific courses, exams, leader's guides, and certificates. Credit unions in Alaska, California, and Nevada can order from CUNA Member Service at 1-800-356-8010, press 3.

Explore the benefits of CUNA CPD web-based education

STAR courses are also available online with affordable subscription pricing or as individual *eCourses*. Our *eCourse* subscription offers STAR and *RegTraC* compliance courses and provides unlimited access 24/7. Web-based courses include text, graphics, animation, and audio for an interactive learning experience.

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For more information on eCourse & Exams

Visit training.cuna.org, choose "eLearning", then "ecourses and exams"

Highlights of **STAR** Courses:

- ✓ **Over 40 practical job-specific training courses**
- ✓ **Credit union-specific language and case studies**
- ✓ **College credit for selected STAR courses**
- ✓ **Certificates and lapel pins awarded for each track**
- ✓ **One exam included with each course**