

Credit Union Sales

S1305

FIRST EDITION

Written by Sarah White

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Credit Union National Association, Inc.

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About the Author

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Preface

About These Courses

The STAR courses are not intended to provide legal advice, and we do not guarantee the information is appropriate for all state-chartered credit unions. If you have any legal or policy questions, contact your credit union president or your credit union league.

How to Use This Course

If you are sight-impaired and choose to have this module read to you, we suggest that a spouse, partner, friend, or volunteer from your credit union or credit union league assist you. You can also check with your local library regarding reader services available in your community.

If you are participating in a seminar, your instructor will get you started.

If you are completing this module through correspondence study, please follow this procedure:

1. Read the chapter opening objectives to get an idea of what's ahead.
2. Read the text. Complete the activities as you read each chapter. (Answers for many of the activities are included in the appendices.)
3. When you have read the text and completed the activities, take the competency test.

Competency Test Instructions

Each module in the STAR program has a competency test of 40 multiple choice questions. To successfully complete the module, you must correctly answer at least 32 questions. You can refer to the text as you take the test, but the test must be completed individually.

If you are participating in a seminar, your instructor will provide directions. If you are completing this module through correspondence study, please follow this procedure:

1. Locate the test questions in the last appendix of the text.
2. Find a quiet place where you can work undisturbed and at your own pace.
3. Record your answers on the answer sheet that was mailed to you along with the text. Follow the instructions on this sheet for marking answers.
4. Complete the identification section on the answer sheet and make sure you have marked an answer for each question.
5. Mail the scannable answer sheets to CUNA's National Processing Center in the envelope provided. Mail competency test answer sheets to your league education department.

Core Courses Required for All Tracks

choose one of these modules { **S1304 Introduction to Credit Unions**
A1004 Introduction to Credit Unions
and
S20 Member Relations
S30 Security

Tracks	Track Courses
Member Services	S100 Money and Negotiable Instruments S110 Member Services S120 Cross-Selling
Consumer Lending	S200 The Lending Process S210 Lending Products and Regulations S220 Collections
Credit Union Accounting	S300 Basic Accounting S310 Accounting for Credit Unions S320 Credit Union Financial Analysis
Advanced Lending	choose one of these modules { S400 Bankruptcy and Court Proceedings A1006 Bankruptcy and S410 Mortgage Lending S420 Loan Marketing
Credit Union Sales	choose one of these modules { S1305 Credit Union Sales A1002 Credit Union Sales and S500 Improving and Maintaining Quality Service S520 Interpersonal Skills: Understanding Your Impact on Members
Technology	choose one of these modules { S1120 Using Technology to Improve Member Service A1009 Critical Role of Technology and S600 Credit Union Technology S620 Serving Members with Technology
Loan Officer	S700 Loan Interviewing S710 Loan Underwriting S720 Loan Servicing
Savings Plus	S800 Opening New Accounts S810 Individual Retirement Accounts S820 Investment Choices for Members
Credit Union Security	S900 Preventing Fraud S910 Security Issues
Professional Development	S1000 Develop a Career Plan S1010 Write Effectively S1020 Make Work Manageable
Member Services II	S1100 Working Effectively with Difficult Members and Staff S1110 Helping Members Understand and Solve Problems S1120 Using Technology to Improve Member Service
Financial Management	S1200 Financial Management I: Statements and Budgeting S1210 Financial Management II: Sources/Uses of Money
Presidential Series	S1300 Member Services: Exceeding Expectations S1301 Financial Counseling S1302 Transitioning from Staff to Management S1303 Communication and Telephone Skills S1304 Introduction to Credit Unions S1305 Credit Union Sales S1306 Business Math: Lending and Credit S1307 Business Math: Share and Deposit Accounts S1308 Professional Member Services S1309 Security Procedure Protocol S1310 Successful Collections S1320 Robbery Prevention and Preparation

Introduction

Do you take PRIDE in your work?

After you complete this module, you will have a whole new concept of what “pride” means in terms of credit union sales, and how to bring PRIDE to your interactions with members every day.

In chapter 1, you’ll be introduced to the PRIDE Model: a framework for sales and service excellence. When your day-to-day interactions with members are grounded in the PRIDE Model, you’ll find it easier to help members purchase the products and use the services your credit union offers. Both you and the members you serve will have a more positive experience with your credit union when you put PRIDE to work.

What is the PRIDE Model? You’ll find out in chapter 1. Then in chapters 2 through 6, you’ll delve deeper into each of the aspects that make up this important framework. Chapter 7 gives you an opportunity to work further

with each of these concepts. With practice, you’ll find that they become natural habits.

Your credit union wants you to incorporate the PRIDE Model as a natural habit, because your employer wants you to be yourself, naturally, as you go about your daily work. People helping people—that’s the difference that makes credit unions one-of-a-kind financial service providers.

Credit unions provide a level of service that consumers can’t find anywhere else, because only credit unions are organized entirely for service—not for profit. The core value of credit unions is expressed in the motto, “People helping people.” When you incorporate the PRIDE Model into your personal style, you will naturally become professional and productive as you provide sales and service to your customers—your credit union’s very important **members**.





Icons and Play Pages


Throughout this module you will see a variety of reference icons. Each icon represents a corresponding activity or exercise that will enhance each chapter. The purpose of the activity or exercise is to allow the participant to apply a corresponding concept or theory presented in the chapter.


Each icon may also be referenced as a “play” activity. That is our goal—to encourage you to play, and at the same time learn about the major concepts covered here.


Resources


- 


Activity: An interactive exercise to further your knowledge.
- 

Calculator: A flash calculator to aid in your calculations.
- 

Community Chat: A chat room where you can discuss content with others taking the module.
- 

Field Trip: An additional resource located outside the module (for example, an instructional video).
- 

Knowledge Check: A practice activity to test what you have learned.
- 

Resource: Additional resources and information on the topic.
- 

Timeline: An interactive timeline to learn more about the history of this topic.

In addition, the “Play Page” is a place to experience some of the interactive, online learning activities available in CUNA’s CU Advance courses.

To access the Play Page for this module, go to <http://training.cuna.org/playpage/index.html> or go to www.cuna.org and type “Play Page” into the Search Box. Select the title of this module, and then the chapter you want to review.

Enjoy!