

Creating Member Loyalty™ System of Training

Sales Strategies

Anticipating member needs and improving bottom line results.

CREATING
MEMBER
LOYALTY™
SYSTEM OF TRAINING

Sales Strategies

Sales training that strengthens member relationships

Sales Strategies will not only positively impact your bottom line...it will help you build solid member relationships and member loyalty for your credit union. Every session builds the skills and motivation that lead to results!

SALES STRATEGIES CONSISTS OF FIVE PROGRAMS:

- **Core**
Identifying and selling to immediate and future member needs
- **Referral**
Recognizing and referring opportunities to expand member relationships
- **Advanced Sales**
Initiating contacts to expand member relationships
- **Call Center**
Expanding member relationships through phone interactions
- **Aisle Promoting**
Focusing on credit unions with branches in retail locations

SALES COMPETENCIES

In today's competitive financial marketplace, it's just not enough to simply wait for a member to walk in or call. Competing and thriving today requires anticipating members' needs and actively developing member relationships. Organizational sales effectiveness means having sales staff who can respond to opportunities while actively developing member relationships that will most likely result in loyalty and profitability.

The Creating Member Loyalty™ System of Training focuses on sales skills, processes, and strategies essential for all levels, from the beginner to the advanced sales person.

The following sales competencies are developed through the training:

- Systematically uncover unexpressed needs
- Make appropriate and timely suggestions about products to members
- Sell the "relationship" and the "credit union," not just the product
- Effectively gain commitment from members to use products
- Make effective referrals to other specialists when appropriate

Sales Strategies Core Program



The Core Program will provide your employees with the skills to develop long-term relationships and create member loyalty.

Your employees who counsel members on their financial affairs will learn how to use questioning techniques, how to sell to the immediate needs of the member, and how to set the stage for meeting future financial needs. The program combines skills, strategies, and processes to create a professional approach consistent throughout all credit union delivery channels. Lending

and member service positions are represented in the training, so participants are able to transfer newly learned skills to their work quickly and easily.

THIS PROGRAM IS DESIGNED FOR

- Member service representatives (MSRs)
- Loan officers
- Front-line supervisors

LEARNING OBJECTIVES

- **Increase** sales effectiveness with skills that are member-focused
- **Create** a greater comfort level with the concept of selling
- **Establish** new member relationships that can be developed long-term
- **Use** service and sales follow-up strategies to develop and expand new and established accounts
- **Solve** member problems through the effective use of sales skills

PROGRAM CONTENT

Sales Strategies

- Creating Member Loyalty
- Getting Comfortable Selling
- Following Up on Sales

Sales Skills

- Asking High Impact Questions
- Communicating Personal Benefits
- Testing for Reaction
- Gaining Commitment
- Enhancing Listening Skills
- Handling Resistance & Concerns

Sales Processes

- Establishing a New Member Relationship
- Conducting a Service Follow-Up Call
- Turning a Problem Into a Sale



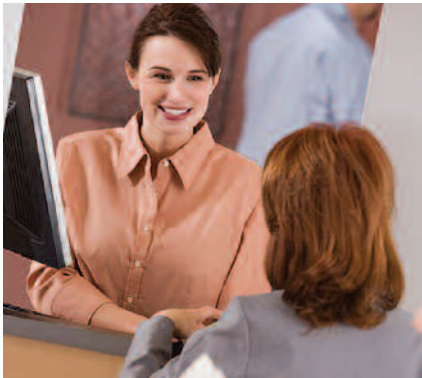
TRAINING TIME

- 4-10 modules
- 9-21 hours
- More than 150 examples and exercises

For information about how to bring this training system to your credit union, visit training.cuna.org/cml, call 800-456-0543, or e-mail cml@cuna.com.

Sales Strategies

Referral Program



The Referral Program will provide your front-line employees with the skills and strategies to quickly recognize opportunities to expand relationships with members by referring the member to an internal specialist. By the end of this program, front-line personnel will appreciate that effective referrals benefit both the credit union and the member.

THIS PROGRAM IS DESIGNED FOR

- Tellers/Front-line/Transaction-focused staff
- Entry level member service representatives (MSRs)
- Front-line supervisors

LEARNING OBJECTIVES

- **Recognize** the 10 to 12 common opportunities that provide 90% of all referrals
- **Provide** sales skills for tellers working in a fast-paced environment
- **Enable** tellers to recognize sales opportunities and make successful referrals in less time
- **Increase** tellers' ability to make referrals even if they have only basic knowledge of credit union products and services
- **Promote** more high-quality referrals with fewer attempts

PROGRAM CONTENT

Sales Strategies

- The Role of Referrals in the Sales Process
- Benefits of Product Categories to Members

Sales Skills

- Recognizing Referral Opportunities
- Confirming Referral Opportunities
- Selling Benefits

Sales Processes

- Making a Successful Referral
- Simulation Exercises



TRAINING TIME

- 4.5 hours
- More than 50 examples and exercises

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Advanced Sales Program



The Advanced Program builds upon the Core Program skills to provide additional tools for employees who will be more proactively involved in expanding member relationships. Employees learn how to identify members who would benefit from an expanded relationship, in addition to integrating strategies to develop these relationships.

THIS PROGRAM IS DESIGNED FOR

- Advanced member service representatives (MSRs)/Financial advisors
- Loan officers
- Business development representatives
- Front-line supervisors

LEARNING OBJECTIVES

- **Learn** strategic approaches for building long-term member relationships
- **Use** sales planning to focus on high-gain sales activities
- **Build** skills for proactive, employee-initiated contacts with members
- **Increase** your members' comfort and receptiveness in sales situations
- **Expand** relationships with members to increase profitability
- **Leverage** your automated member information system as a sales platform

PROGRAM CONTENT

Sales Strategies

- The Relationship Management Process
- Developing Strategic Sales Plans
- Building Buyer Comfort
- Leveraging Automated Information Systems

Sales Skills

- Core Sales Skills Review
- Creating Need Awareness
- Reinforcing and Expanding Sales Skills
- Building Trust with General Benefit Statements
- Developing a Questioning Strategy

Sales Processes

- Gaining Commitment to an Appointment
- Expanding the Member Relationship
- Developing Member Relationships Through Targeted Phone Contact



TRAINING TIME

- 12 modules
- 24 hours
- More than 150 examples and exercises

Prerequisite:

Sales Strategies — Core Program

Sales Strategies Call Center Program



This program reinforces the value of an integrated sales and service model to build a positive experience for members. Call center staff learn about the relationship management cycle which helps manage member relationships across delivery channels. Staff will learn how to create opportunities for expanded service by selling additional products and services. Typical credit union call center examples are used to directly engage learners in their own reality and challenges. They will be able to immediately apply skills and strategies to calls they handle that day.

THIS PROGRAM IS DESIGNED FOR

- Call center representatives
- Call center supervisors

LEARNING OBJECTIVES

- **Identify** and act on sales opportunities from inbound calls and service requests
- **Initiate** outbound calls to targeted members around additional needs and service follow-up
- **Establish** new member relationships that can be more readily expanded into long-term relationships
- **Differentiate** the credit union from competitors

PROGRAM CONTENT

Sales Strategies

- General Principles of Telephone Selling
- Defining Member Loyalty
- Relationship Management Cycle
- Getting Comfortable Selling Over the Phone

Sales Skills

- Asking High-Impact Questions
- Communicating Personal Benefits
- Gaining Commitment
- Using Listening Skills
- Testing for Reaction
- Handling Resistance and Concerns

Sales Processes

- Responding to an Expressed Member Need
- Turning a Problem Into a Sale
- Transitioning From Service to Sales
- Conducting a Follow-Up Call
- Developing Member Relationships Through Outbound Sales



TRAINING TIME

- 9 modules
- 13-25 hours
- More than 100 examples and exercises

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Aisle Promoting Program



The Aisle Promoting Program provides front-line staff with the skills and strategies to integrate sales and service while building long-term relationships in the retail environment. This program focuses on recognizing opportunities for approaching shoppers, creating interest and encouraging discussions of financial needs that the credit union can satisfy. The training helps the credit union promote its services and provide financial education information to the public.

THIS PROGRAM IS DESIGNED FOR

- Member service representatives (MSRs)
- Loan officers
- Retail branch supervisors

LEARNING OBJECTIVES

- **Set** realistic goals and expectations for contacts your staff make with shoppers
- **Use** core selling skills to engage shoppers in meaningful and productive conversation
- **Learn** techniques and approaches to increase a shopper's trust and receptiveness to learning more about the credit union
- **Leverage** proximity and timing to expand the credit union's membership and develop stronger use of products and services

PROGRAM CONTENT

Sales Strategies

- Setting Aisle Objectives
- Identifying In-Store Opportunities
- Describing Benefits of Products to Members

Sales Skills

- Promoting Your Credit Union in the Aisle
- Approaching the Shopper
- Recognizing Shopper Cues and Patterns
- Identifying Approach Strategies and Practice

Sales Processes

- Creating Shopper Interest
- Creating Credit Union/Channel Benefits
- Establishing Next Steps and Gaining Commitment



TRAINING TIME

- 4.5 hours
- More than 50 examples and exercises

Prerequisite:

Sales Strategies — Core Program



Credit Union National Association

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The Creating Member Loyalty™ System of Training provides research-based training and consulting customized for credit unions and is designed to increase organizational and individual sales effectiveness. Credit unions throughout the U.S. have successfully integrated this training to improve sales, service, and sales leadership within their organizations.