

Creating Member Loyalty™ System of Training

# Selling to Small Businesses

Exploring  
new  
potential  
for growth.

CREATING  
MEMBER  
LOYALTY™  
SYSTEM OF TRAINING

# Selling to Small Businesses

Selling to small businesses remains an unmined territory, both in terms of opportunities for increased profitability and cornering this market as the premier service provider.

CUNA's Creating Member Loyalty™ *Selling to Small Businesses* provides an enhanced selling and prospecting skill set that will enable your branch staff to effectively establish and maintain relationships with this important segment.



As credit unions look for ways to strengthen their position in the marketplace and reach out to their communities, many are moving toward providing services to small businesses. The good news is that most small business owners welcome the personal touch of branch-based “banking.” Yet, the challenge for them is that they are often too busy to actively seek out these services for themselves. While savvy in running their own businesses, they are often unaware of how a good financial relationship can contribute to their business success.

Reaching out to the small business segment requires a planned and skillful approach to communicate the advantages of having personal and business relationships with the credit union. Selling to Small Businesses focuses on the following activities:

■ **Sales-Focused Activities**

Learn how to target and deliver value-driven communications to high-potential prospects. Also get tips on managing your prospecting.

■ **Small Business Selling Skills**

Develop selling techniques that include qualifying prospects, conducting productive interviews, and overcoming objections.

■ **High Impact Situations**

Planning, practicing, and analyzing your ability to prospect, qualify, interview, and present recommendations.

**The following sales competencies are developed through this training:**

- **Grow** your understanding of small business owners, including their needs and behavior
- **Develop** value-driven messages designed to generate responses
- **Manage** the client relationship from initial contact through final recommendations
- **Learn** how to overcome objections, including methods for building effective, personal relationships
- **Foster** a relationship-driven approach, focusing less on products and more on a business owner's overall needs

## Selling to Small Business Staff



**CUNA's *Selling to Small Businesses* staff module is designed to help staff learn the basics of how to converse with business owners.** This module will help branch staff provide a seamless member experience that provides the business owner the confidence that their business and personal relationships are well handled.

### THIS PROGRAM IS DESIGNED FOR

- Member Service Representatives
- Loan Officers

### LEARNING OBJECTIVES

- **Understand** what makes the small business owner tick, and how that impacts account opening and servicing
- **Understand** your role in establishing relationships with and retaining small business members
- **Identify** the typical needs of business members and what events drive those needs
- **Learn** how to ask high impact questions specifically related to understanding the small business member's needs

### PROGRAM CONTENT

#### Sales Strategies

- Characteristics of Small Business Owners
- Typical Small Business Owner Concerns

#### Sales Skills

- Enhancing Listening Skills
- Questioning Strategy

#### Sales Processes

- Establishing a New Member Relationship with Small Business Owners



### TRAINING TIME:

- 1-2 hours
- Includes examples and exercises

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

## Selling to Small Business Managers



**CUNA's *Selling to Small Businesses Manager* module is designed to develop the tactics, skills, and strategies to enable you and your sales team to effectively plan and execute activities that will establish deeper, more profitable relationships with targeted businesses.**

These techniques help build relationships both when the business owner comes in or contacts you, and when you want to reach out to them.

### THIS PROGRAM IS DESIGNED FOR

- Business Development Officers
- Business Lending Staff
- Branch Managers

### LEARNING OBJECTIVES

- **Understand** what makes the small business owner tick, and link those drivers and business needs to financial solutions the credit union can provide
- **Identify** and connect with the decision maker more quickly
- **Manage** the sales process more efficiently from prospecting to closing
- **Sell** the whole relationship with the business owner, versus just selling a product
- **Address** the blurred distinction between personal and business needs to create relationships that take advantage of the full range of credit union services

### PROGRAM CONTENT

#### Sales Focused Activities

- Targeting Your Market
- Approaching Prospects
- Making Personal Value Statements
- Overcoming Screening Barriers

#### Small Business Selling Skills

- Qualifying Prospects
- High Impact Questioning Strategy
- Handling Resistance

#### Small Business Processes

- Prospecting for an Appointment
- Conducting the Initial Interview
- Gaining Commitment to Recommendations



### TRAINING TIME:

- 12-15 hours
- Includes small business case studies

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# The Creating Member Loyalty™ System of Training

## How it works

### THE SYSTEM

*Three components designed to transform your culture*

The Creating Member Loyalty™ System of Training is segmented into three competency areas: Sales Strategies, Sales Leadership, and Service Strategies. Each competency area consists of multiple programs, each containing a process overview, video model, and hands-on skill practice exercises. The system's flexibility enables you to tailor the training to your specific needs, and allows your staff to put their new skills into practice immediately.

#### Sales

- Core
- Referral
- Advanced Sales
- Call Center
- Aisle Promoting

#### Sales Leadership

- Sales Leadership Strategies
- Call Center: Coaching
- Sales Accelerator

#### Service

- Staff
- Managers

Additional components allow you to build on the core skill sets:

■ **Product Knowledge** – A software-based training system that helps you construct profiles on each of your products and services. Once created, the program helps you develop your staff's ability to communicate the value of the products and services in a clear, consistent manner.

■ **Selling to Small Businesses** – A comprehensive system for creating opportunities with small-businesses, involving everything from prospecting to managing relationships.

■ **Trainer Certification** – Your trainers attend a 5-day certification session for an in-depth understanding of the program content and skills. They also practice and receive coaching on facilitation skills necessary to deliver these programs successfully.

### THE LEARNING DESIGN & METHODOLOGY

*From the classroom to the credit union*

Creating the essential techniques that make this program a success begins in the classroom. Employees will observe and practice proven methodologies that deliver both service and sales to members. They'll work closely with a trainer and their peers in simulating job-related situations, incorporating performance feedback, and refining skills.

Learners receive tools to transfer these techniques into their everyday performance. Managers receive training and tools to sharpen their skills and to continue staff development on the job.

### THE IMPLEMENTATION

*A customized, three-phase approach*

Achieving your credit union's ambitious goals requires a sound implementation strategy. Our team of consultants are available to provide on-going support for your credit union — before, during, and after your training. Services include organizational analysis for support of sales/service culture, implementation planning, key stakeholders meeting facilitation, and much more.

The general program implementation process involves three phases, guided by your Creating Member Loyalty™ System consultant.

- 1 **Planning**
- 2 **Implementation**
- 3 **Evaluation and Revision**

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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.