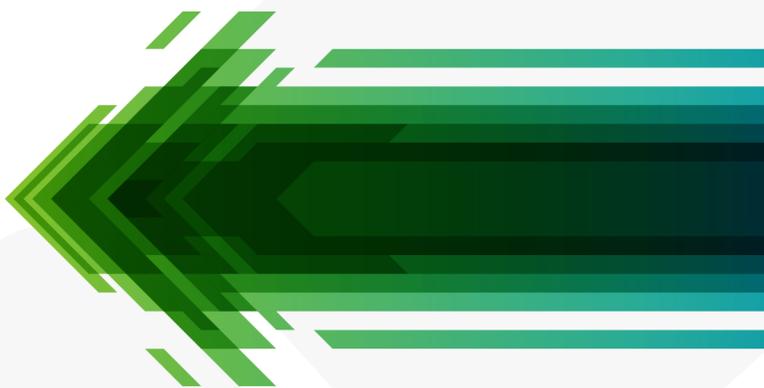


Credit Union Sales INTENSIVE



WHO SHOULD ATTEND?

2-Day: Universal employees and all other branch and contact center employees who process new account applications and/or loans

3-Day: All branch and contact center team leads, assistant managers, managers, and regional/department leaders, and all trainers

RESULTS & TAKEAWAYS

- A true needs-based sales approach
- Ability to cross-sell the full product line
- Increased sales training and coaching effectiveness
- S.U.R.P.A.S.S. sales process
- 5 step Simple Offer sales approach
- P.E.A.K. Coaching Model
- 4 goals of the Member Interview
- Clear If-Then Commitment Process
- The Product Profile Method

"I have been through and used a number of sales training programs over my years. This system is one of the best I have seen so far. It makes selling easy and it clearly communicates how to sell in a way that is good for the member and the credit union."

~Lori~

40-year CU Veteran

2-Day | \$999 | \$866* } Early Bird

The **First 2 Days** of the intensive workshop will focus heavily on the mindset, processes, and skills necessary for sales success. This portion of the workshop is ideal for training individual contributors to connect with and sell members the right product or service to help them achieve their needs, wants, and dreams.

3-Day | \$1,499 | \$1,299* } Early Bird

On **Day Three** of the intensive workshop, attendees will learn how to develop their sales team through coaching and meaningful accountability. Additionally, trainers will see sales principles applied in a classroom setting and learn how to support sales development on the job.

* Early Bird Price: Register 45 days in advance to receive discounted pricing.

Register at www.salescu.com/intensive

Workshop Outline and Objectives

Day One: Credit Union Sales Fundamentals

- Essentials of a sales mindset, and understanding why we sell to members
- Learn to identify needs, start the conversation, ask great questions, sell F.B.A., and get solid commitments
- Use the If-Then Process to get commitments and schedule follow-up
- Learn to sell by managing objections

Day Two: Advanced Sales Skills

- Learn the 4 goals of the member interview and how to uncover member needs, wants, and dreams
- Apply the fundamentals to selling checking, deposit and loan recapture, and assurance products

Day Three: Sales Training, Coaching, and Leadership

- Learn the P.E.A.K. coaching model and how to develop rather than react to employee sales performance
- Discover the simple patterns established in days 1 and 2 and how to use them to observe and assess employee performance
- Build a development plan for new employee training and how to use it for coaching and accountability



Pair the Credit Union Sales Intensive workshop with SalesCU's highly effective and engaging online sales training program. With the SalesCU online program, you can deliver sales training straight to your team's workstation allowing you to:

- Provide pre & post-training sales courses
- Quickly get team members up to speed

Interested in credit union-wide training?

We can bring SalesCU's results-based workshops to you and jumpstart your sales culture.

Call **801-860-5807** for more information

or visit salescu.com

