

Best Sales Practices for the Frontline

A web-based seminar

Wednesday, September 29th, 2010,
12:30 PM–2:30 PM Mountain



WYOMING BANKERS ASSOCIATION

200 East 8th Ave.

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Program Content:

This workshop is designed for financial institutions that are serious about becoming a world-class sales organization. When the customer walks in, drives up, emails, or phones, the organization starts racking up points, for or against, tightening up the relationship.

Aimed at the frontline staff-tellers, customer service representatives, call center personnel, account managers, branch managers-this program teaches participants how to excel at cross-selling and referrals while making the customer feel cared for. Let an ITS trainer teach your bankers how to implement strategies, standards, and training that will help your financial institution raise the bar when it comes to sales.

In order for your institution to have a service advantage in your market your staff must be aware, alert and well-trained about how to get the community talking about the friendly experts at your organization.

Covered Topics:

- Know Your Products - Learn Your Customers
- You Don't Use It - You Will Lose It
- Know Your Lines - What to Say
- Timing - Pay Attention to What the Customer is and isn't Saying
- Take Care of Business - Phone, Email and In-person
- Join the Hunt for New Business - Bundle, Seek and You Will Find It
- Listen for Opportunities - Ask GREAT Questions
- Best Ways to Grow - Referrals and Cross-Selling

Presenter:

Honey Shelton, founder of InterAction Training Systems (ITS), has provided training to over a quarter-million professionals. She brings the best of both worlds to her training sessions. From 2004 to 2007, Shelton served as executive vice president of Texas' second oldest independent bank where she oversaw retail operations, marketing, and training. This enabled her to see up close what is happening in the trenches. Plus, she has the depth of knowledge that comes with 20 years' experience as one of the nation's leading seminar presenters.

Prior to founding ITS in 1983, Shelton served as vice president of marketing and an executive committee member for a major holding company bank in The Woodlands, Texas. During her 15 years in banking, Shelton began developing a passion for training others to succeed.

As a graduate of the School of Bank Marketing from the University of Colorado, she realizes the value of quality education. Shelton invests time as a faculty member for banking schools around the country. She is a repeat presenter for most of the state bankers associations around the country.

Shelton continues in her own personal pursuit of excellence. She has obtained certification in Reality Therapy from the William Glasser Institute and the Training and Development Certification Program at Texas A&M.

Who Should Attend:

All frontline personnel, frontline supervisors, trainers and managers will make excellent use of this program. Any staff person being considered for a frontline position will appreciate the head start.

Registration Fee:

\$255 per web connection, per session. Additional branches will receive a reduced rate of \$150!

Cancellation Policy:

Refunds will be given only for cancellations received in written form 3 business days prior to the program. If your bank is unable to participate after registering, you can also select to receive an audio CD plus a special password to see the information online of the seminar at no additional charge.

If you are unable to attend the webinar but would like to have this information for training purposes, you may also purchase an audio CD, handout materials and a password to view the information online.

Name: _____

Bank: _____

Address: _____

City, State, ZIP: _____

Phone: _____

*Email Address: _____

**Please include an email address as this is how your webinar materials will be delivered to you.*

Please check one of the following:

- | | |
|---|-------|
| <input type="checkbox"/> Web connection | \$255 |
| <input type="checkbox"/> Additional connection for a branch | \$150 |
| <input type="checkbox"/> Only audio CD and materials | \$255 |
| <input type="checkbox"/> Web connection and audio CD plus materials | \$375 |

Ways to Register:

ONLINE: www.bankwebinars.com

FAX: (800) 831-3776

PHONE: (800) 831-0678

MAIL: TTS, PO Box 310, Waunakee, WI 53597

Please Do Not fax registrations to the Wyoming Bankers Association

Method of Payment:

- Please invoice our bank
 Check made payable to TTS
 Mastercard Visa

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For assistance, please call Cheryl Johnston, (307)638-5008