

Sales & Service Training Series

Live or Archived Webinars

Registration Deadline EXTENDED: July 11, 2014

Go to
<http://tinyurl.com/mqjek4p>
to view the **FREE**
archived Introduction
and Kickoff Webinar

It's all about the **RELATIONSHIP!** During this webinar we will explore our Sales and Service Environment—what members expect from us verses what we are actually delivering, and the role of Leadership specific to Sales and Service Support and Reinforcement.

Upcoming HCUL Educational Opportunities

**ALM Essentials &
Implementation Seminar**
June 12-13, 2014
HCUL Education Center

**Teller Training Essentials
Workshop**
June 24, 2014
HCUL Education Center

What You Will Learn:

The eight action packed, interactive webinars are designed to equip your team with the skills, behaviors and knowledge to meet and exceed member expectations using specific techniques that will build long-term expanded relationships. We will explore our environment to better understand our starting point—then move into the skills, and behaviors that ensure “every member”—“every time” has their expectations met and exceeded. We will keep our eyes on—Member needs equate to product sales!—Members using the right products equate to profitable household! Your staff will return to you with increased comfort, confidence and professionalism—along with a personal development action plan that their managers can use for coaching, and on-the-job application to ensure sustained results and outcomes.

Webinar Series Highlights:

- Improving service and sales experience and consistency for your members
- Increasing product per household
- Developing a more proactive approach to the way you do business with members
- Enhancing the service, sales leadership culture within the organization
- Learning techniques to match member needs with appropriate product/service
- Improving bottom-line results
- Creating an environment where members' needs are exceeded
- Selling the “relationship” and the “credit union” not just the product
- Increasing comfort confidence and professionalism

Instructor



Jayne Hitman, CML
Performance Consultant at CUNA, has more than 25 years of experience in all aspects of sales and service effectiveness. She consults with credit unions in 13 states with a focus on creating an environment of sustained results and overall success. Jayne has background in managing change, developing high performance teams, aligning corporate culture/values with business practices and facilitating sessions from the boardroom to the classroom.



Go to
www.hcul.org/training/event-calendar
for a full listing of educational events.

July 22, 2014

Webinar 1 (90 minutes) 10:00 am - 11:30 am

Enjoy this action packed interactive day as we explore our world to understand our starting point, then move into member expectation verses what we are actually delivering. Building on member expectations we will work through action steps and behaviors to ensure desired outcomes.

- Creating the member experience that builds relationship
- Building and deepening the relationship through strategically gaining member information

August 26, 2014

Webinar 2 (90 minutes) 10:00 am - 11:30 am

- Having a member focused conversation
- Presenting the solution
- Closing on the opportunity

You will be equipped with skills, behaviors, and knowledge to meet and exceed member expectations using specific techniques that will build long-term expanded relationships with your members.

September 16, 2014

Webinar 3 (90 minutes) 10:00 am - 11:30 am

- Building on what we learned in session one—our focus will be on strengthening relationships with interpersonal skills and behaviors. Gain deeper understanding of member behaviors, what we have done to cause those behaviors and what we can do to influence buying behaviors.
- In the second part of this session we will focus on problem solving as a way to build long-term relationships.

October 21, 2014

Webinar 4 (90 minutes) 10:00 am - 11:30 am

- Becoming an effective listener is not easy—however we will explore elements of becoming an outstanding listener, focusing on the member personally and professionally.
- Now it's all about the next phase of relationship building—follow up. We will talk about the purpose, objectives, desired outcomes and next steps of effective follow up.

December 16, 2014

Webinar 5 (90 minutes) 10:00 am - 11:30 am

- Making it happen: Building personal measurement and accountability to successfully apply everything we've learned to increase employee effectiveness, expand member relationships, and improve the credit union bottom line.

January 13, 2015

Express Reinforcement Webinar 1 (30 minutes) 10:00 am - 11:00 am

- Building and deepening the relationship through strategically gaining member information

February 17, 2015

Express Reinforcement Webinar 2 (30 minutes) 10:00 am - 11:00 am

- Relationship building – Follow up

March 17, 2015

Express Reinforcement Webinar 3 (30 minutes) 10:00 am - 11:00 am

- Building personal measurement and accountability

Sales & Service Training Series

Participant's Name (Mr./ Ms.) _____

Title _____ Credit Union Name _____

CU Telephone Number _____ Ext. ____ Participant's E-mail Address _____

**A participant's direct E-mail address is required as this is used to send confirmation and other communications to each participant.*

Payment is required at time of registration to confirm participation. Please register online or mail to:
Hawaii Credit Union League • 1654 S. King Street • Honolulu, HI 96826-2097

NEW! Registration Deadline: July 11, 2014

- Regular registration \$1,000
- Reduced Registration \$800**
- Pending grant

Register Online:

<http://www.hcul.org/calendar#id=603&cid=353&wid=201>

Amount Enclosed

\$	
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The LIVE webinars allow one telephone connection for audio and one Internet connection (from a single computer terminal) to view visuals. Each credit union may have staff listen from your office speaker phone. Registrants receive a toll-free number and passcode to access the webinars. Webinar materials, including instructions, PIN, and handouts will be emailed one week prior to the live broadcast. You will need Adobe Flash 13 or higher available free at www.adobe.com.

Can't attend the live webinar? Webinars will be recorded and can be viewed anytime 24/7 beginning five business days AFTER the live webinar and will expire 12 months after the live webinar date. Archived webinar viewing limited to registered credit unions only.

**Applies to eligible negative earner credit unions as of December 31, 2013. See online registration for a list of eligible credit unions.