CENTER FOR FINANCIAL TRAINING & EDUCATION ALLIANCE

Two exciting new certificates are available from ABA:

ABA UNIVERSAL BANKER CERTIFICATE AND ABA BRANCH MANAGER CERTIFICATE

The NEW Universal Banker Certificate provides the core knowledge and skills needed for the newest and fastest growing role in retail banking. Universal bankers have multi-faceted job responsibilities, ranging from minimal cash handling and basic transactions to product and service sales and referrals to other lines of business. The coursework in the certificate ranges from key product knowledge to relationship building, customer service, and expert referral skills. This certificate is designed to help new and newly promoted Universal Bankers cater to a changing customer mindset by being the single point of contact for walk-in customers, thereby reducing the number of warm transfers and providing a more seamless experience.

The required courses can all be taken as self-paced online classes, and can be offered as live classes in your area. Contact Tanya Kolonoski, Tanya@cftea.org or Tammy Perkins, Tammy@cftea.org for more information or assistance.

Banking Today OR ABA Principles of Banking
Building and Retaining Customer Relationships
Consumer Credit Products
Cross-Selling Deposit Products
Dealing Effectively with Co-Workers
Effective Client Referrals
Ethical Issues for Bankers
Introduction to Relationship Selling
Presentation Skills
Revitalizing Customer Service
Understanding Bank Products



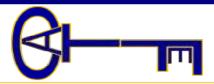




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The <u>NEW Branch Manager Certificate</u> prepares individuals to manage a banking office by covering banking essentials, sales management, people management, and business management skills. Branch managers manage the activities of branch offices and offer deposit and loan products to businesses and individuals. In addition to broad knowledge of banking and banking operations, the responsibilities of Branch Managers require expertise in lending, branch operations, staff supervision and development, sales management and customer service. This certificate addresses these core competencies, providing branch managers with the knowledge and skills they will need to drive their team and bank performance.

The required courses can all be taken as self-paced online classes, and can be offered as live classes in your area. Contact Tanya Kolonoski, Tanya@cftea.org or Tammy Perkins, Tammy@cftea.org for more information or assistance.

Banking Today OR ABA Principles of Banking **Building and Retaining Customer Relationships** Calling on Small Business Customers Coaching for Success* Corrective Action* **Effective Written Communication** Ethical Issues for Bankers* **Fundamentals of Consumer Lending Fundamentals of Small Business Banking** Hiring the Best* Introduction to Relationship Selling Leveraging the Benefits of a Diverse Workforce* Managing Change* **Managing Employee Performance*** Managing Employee Relations* Rewards and Recognition* Presentation Skills Sales Coaching in the Bank Servicing and Growing Small Business Relationships **Successful Sales Campaigns**

Begin earning these credentials today by enrolling into one or two of the self-paced online classes listed for each certificate.

Enroll online at www.cftea.org, OR use the enrollment form attached on the next page.

*The courses listed with an asterisk are part of the ABA Supervisor Certificate. If you have successfully completed the Supervisor Certificate (self-paced or facilitated) you will automatically receive credit for the identified courses. Any other required classes previously completed will also be automatically accepted for credit.





ENROLLM ENT FORM FOR ABA <u>SELF-PACED ONLINE</u> CLASSES REQUIRED FOR THE UNIVERSAL BANKER CERTIFICATE AND/OR THE BRANCH MANAGER CERTIFICATE

CENTER FOR FINANCIAL TRAINING ENROLLMENT FORM

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Enroll online at: www.cftea.org, OR complete this form and:

SCAN to email: info@cftea.org • FAX: 207-688-6223 Call 1-888-366-3242 or 207-688-6225 with questions.

NAME:	Last four digits of your Social Security #
Telephone #: Fax #:	Email address
Financial Institution Name and Address (P.O. Box and physical addre	<u>ess)</u> :
	Zip Code:
EMAIL ADDRESS YOU INTEND TO USE FOR YOUR CLASS:	
Please check the class(es) you would like to enroll into at this time:	
 O Banking Today O Building and Retaining Customer Relationships O Calling on Small Business Customers O Coaching for Success O Consumer Credit Products O Corrective Action O Cross-Selling Deposit Products O Dealing Effectively with Co-Workers O Effective Client Referrals O Effective Written Communication O Ethical Issues for Bankers O Fundamentals of Consumer Lending O Fundamentals of Small Business Banking O Hiring the Best* 	O Introduction to Relationship Selling O Leveraging the Benefits of a Diverse Workforce O Managing Change O Managing Employee Performance O Managing Employee Relations* O Presentation Skills O Rewards and Recognition O Revitalizing Customer Service O Sales Coaching in the Bank O Servicing and Growing Small Business Relationships O Successful Sales Campaigns O Understanding Bank Products
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