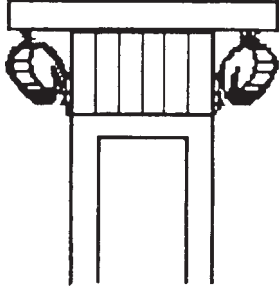


# CFT BANKERS FORUM



**PROGRAM:** THE IMPORTANCE OF SALES COACHING  
Mary Beth Nelsen  
Senior Vice President  
Fairmont

**DATE:** Wednesday, March 19, 2008

**LOCATION:** Hawthorne Inn  
2421 Berlin Turnpike  
Berlin, CT

**TIME:** Reception 5:30 pm  
Program 6:15 pm  
Dinner 7:00 pm

**DINNER CHOICES:** Roasted Prime Rib  
Chicken Cordon Bleu  
Baked Scrod

Sales Coaching is the process that converts order takers into high performance sales people. While training, goals, and incentives facilitate the development of new skills and the enhancement of existing skills, coaching converts understanding and knowledge into skills used with customers. Training without coaching is a waste of money, time and effort. It takes effective coaching to achieve sustained behavioral change. Mary Beth Nelsen is Senior Vice President for Fairmont. Since 1971, Fairmont has been helping financial institutions improve profitability through increased sales and improved service quality. Mary Beth has worked with financial institutions for over 20 years, helping them develop successful service-driven sales cultures. At Fairmont she manages client relationships, and develops and conducts a variety of sales and management development programs. She has published numerous articles and is a frequent speaker at association and organization meetings. She is 15-year faculty member with the Connecticut Bankers Association's School of Finance and Management, and a speaker and program facilitator with the Massachusetts Bankers Association.

Please complete the registration form found below and mail it, along with a check made payable to CFT Bankers Forum, to: Center for Financial Training • P.O. Box 969 • Norwich, CT 06360. You can also fax your reservation form to us at 860-823-1410 or register online at [www.cftatlantic.org](http://www.cftatlantic.org).

Reservations must be received no later than Friday, March 14, 2008. There will be no refunds after this date.

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

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|----------------|----------------------|---------|
| 1. Name: _____ | E-mail: _____        |         |
| Title: _____   | Dinner Choice: _____ | \$60.00 |
| 2. Name: _____ | E-mail: _____        |         |
| Title: _____   | Dinner Choice: _____ | \$60.00 |
| 3. Name: _____ | E-mail: _____        |         |
| Title: _____   | Dinner Choice: _____ | \$60.00 |

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