The Art of Asking Questions Part 1
Key to Bank Selling

CENTER FOR FINANCIAL TRAINING[SM]

Live Webinar

WEDNESDAY, MARCH 19, 2008 ~ 11:00 AM – 1:00 PM EST

Attend a live seminar without leaving the office!

Are your staff members maximizing the relationships with your customers and members? Join nationally recognized financial industry sales expert Teresa Allen as she conducts a two-part workshop sure to bring results to your financial institution! Through a series of interactive exercises, participants will master the basic consultative sales skills necessary to grow your relationships and build trust.

Participants should bring a basic product brochure with them to class.

It is strongly recommended that at least two participants be signed up at each location as some exercises require participant interaction.

COVERED RULES INCLUDE:

- Knowing Your Competition
  - Do your staff members at the branch level know what their direct competitors are doing? Teresa will discuss and provide a format for collecting information that will be used to handle objections and win business.
- Asking Questions to Determine Needs
  - A consultative sales approach is NOT shoving products down the throats of customers and members. It IS listening to the customer and asking life questions that uncover opportunities for building the relationship through needed additional products and services.
- Translating Features into Benefit Statements
  - Most brochures simply list features such as price and rate. To earn the business, you must know how to translate product features into a specific benefit statement for each individual customer.

Plus frequent question and answer sessions throughout this presentation.

WHO SHOULD ATTEND: New Accounts Representatives, Secretaries, Tellers, Customer/Member Service Representatives, Telephone Service Representatives, Branch Managers, Loan Officers and any other customer contact personnel.

SEMINAR PRESENTER: Teresa Allen works with financial institutions who want to improve sales and customer service performance in order to build success and grow profits. Teresa is owner of Success Strategies, a national training and consulting firm. She is a member of the National Speakers Association and past recipient of the ASTD Professional Trainer of the Year Award. Teresa has presented to the financial industry for over ten years at local, state and national meetings. She is author of Common Sense Service: Close Encounters on the Front Lines and is co-author of The Service Path: Your Roadmap for Building Strong Customer Loyalty. Teresa is a graduate of Miami University in Oxford, Ohio where she earned her B.S. in Business Administration with a degree in Marketing.

WHAT IS A WEBINAR? A Webinar offers you the convenience of attending a training session in your own facility. A Webinar combines the clarity of an audio teleconference with the interactivity and visual presentation of the Internet. You pay by the location, not by the person.

All you need to participate is a phone connection and an Internet connection. Don't have an Internet connection? You can still participate in only the audio session!

The session will allow you to ask questions, participate in live surveys and see the slides as the seminar leader presents the material.

CAN'T ATTEND AT THE SCHEDULED TIME? No problem. Just purchase the program for future use. You will receive a CD, written materials and website address. **Plus, you can use these materials as many times and in as many departments or branches as you wish!**

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