



**Ideas + Solutions = Success**  
Brought to You by The Hawaii Credit Union League

# Exceptional Member Services Workshop

Presented by the Hawaii Credit Union League  
Thursday, July 9, 2009 • HCUL Education Center

## Who Should Attend

Staff who want to bring service excellence to credit union members.

### *Why the need for exceptional member services?*

**Two main reasons:**

**Happy members  
Member retention**

Credit unions are known for great service. But in today's competitive financial services marketplace, great is not good enough. Members need the "WOW" factor to turn them into cheering fans of your credit union. Satisfied members are loyal members whose word-of-mouth advertising is priceless. And more cross-selling opportunities are possible with these members, increasing the credit union's bottom line.

This workshop gives you the tools to "WOW" your members and the ability to guide your members to the products and services they need through solution-based sales.

### SCHEDULE AT A GLANCE

**9:30 am – 10:00 am**

Registration/Continental Breakfast

**10:00 am – 12:00 pm**

**Professionalism in your Credit Union**

- Appearance, wardrobe and personal presentation.

**Foundations of Exceptional Member Services**

- How do we make our members feel valued?
- How do we become a valuable resource to our members?

**Interpersonal Skills and Analysis**

- Understanding various personality types.
- How to best communicate with various types – 'who' likes 'what?'
- Listening skills.
- Non-verbal communication skills and analysis.

**12:00 pm – 12:30 pm**

Lunch

**12:30 pm – 4:30 pm**

**Interpersonal Skills and Analysis** (continued)

- Resolving conflicts and complaints.

**Solution-Based Sales**

- Advanced questioning techniques.
- Uncovering and meeting members needs.
- Providing meaningful benefits to our members through products.

**Cross-Selling**

- Expanding member benefits through expanded product usage.

**Overcoming Objections in Sales**

- Techniques and models to get past "no."
- Q&A.

**Early Bird Deadline**

June 18, 2009

**Final Deadline**

June 29, 2009

# Your Instructor

**David Ching** is a member relations officer at the Hawaii Credit Union League. He is responsible for developing educational workshops, and training sessions to support and benefit credit unions. He also develops programs and curriculum for the League's Financial Literacy Program and Family Involvement Committee. Ching was previously a lecturer at the University of Hawaii-School of Social Sciences, Department of Economics.



## Upcoming HCUL Educational Programs

**Lending Compliance School**  
June 17-19, Maui

**Vendor Due Diligence and Third Party Contract Management Seminar**  
June 23, Ala Moana Hotel

**HCUL Operations Compliance School**  
August 5-7, Ala Moana Hotel

**YOUR EDUCATIONAL INVESTMENT** for this workshop is \$65 per person if paid by the early bird deadline; \$81 if received thereafter until the final deadline. A continental breakfast and lunch are included. Complete this registration form and return it along with your payment to the Hawaii Credit Union League. Payment is required at the time of registration to confirm participation. Please make a copy for your files. Please call Sherrie Fitch at HCUL at 203.6404 or 888.331.JOIN (5646) should you have any questions.

Please mail your completed form and payment to:  
Hawaii Credit Union League  
1654 S. King Street  
Honolulu, HI 96826-2097  
You may also register online at [www.hcul.org](http://www.hcul.org).

**NO REFUNDS WILL** be made after the final deadline for this workshop. Cancellation and refund requests must be made in writing and may be faxed to 808.945.0019 or e-mailed to [sfitch@hcul.org](mailto:sfitch@hcul.org).

**A MINIMUM OF 15** participants is required by the early bird deadline date for a workshop to be presented. Registration is first-come, first-served.

**BUSINESS CASUAL ATTIRE** is appropriate. Room temperature may vary, so please bring a sweater or jacket.

**PARKING IS AVAILABLE** in the HCUL parking lot. Please double park as necessary.

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Credit Union Name \_\_\_\_\_

Participant Name \_\_\_\_\_

Badge Name \_\_\_\_\_

Participant Phone \_\_\_\_\_ Participant E-Mail \_\_\_\_\_

Postmarked on or before 6/18/09

- Enclosed is my early bird registration of \$65
- Pending grant

Postmarked between 6/19/09 - 6/29/09

- Enclosed is my registration of \$81
- Pending grant



If you have a physical or medical condition requiring special attention, dietary or otherwise, please advise us so arrangements can be made.