



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

Exceptional Member Services Workshop

Presented by the Hawaii Credit Union League
Wednesday, July 14, 2010 • 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 23, 2010

Final Deadline

July 2, 2010

Your Instructor

David Ching is a lecturer at the University of Hawaii, Manoa, Department of Economics. For two years, Ching was a member relations officer at the Hawaii Credit Union League. Born and raised in Honolulu, Hawaii, he received his undergraduate degree in economics and management from the University of California, Irvine and his masters in economics from California State University, Long Beach. He is a published author and has received awards for his teaching at the university, as well as regional and national sales awards as a sales representative for a Fortune 500 pharmaceutical company.



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 Hill 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.

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 shill@hcul.org. Hawaii Credit Union League reserves the right to cancel this program in the event of insufficient participation or for extraordinary reasons outside of its control, with advance notice to all registrants. Hawaii Credit Union League also reserves the right to change the site, instructor, or schedule of this program due to unforeseen circumstances, with as much advance notice possible.

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.

(If you are registering for someone else, please share the following information with them.)

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.

Upcoming HCUL Educational Programs

Credit Union Philosophy Workshop

June 8, 2010
HCUL Education Center
Early Bird Deadline: 5/18/10
Final Deadline: 6/1/10

Basic Accounting School II

June 28-30, 2010
HCUL Education Center
Early Bird Deadline: 5/26/10
Final Deadline: 6/9/10

Early Bird Deadline

June 23, 2010

Final Deadline

July 2, 2010

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Credit Union Name _____

Participant Name _____

Badge Name _____

Participant Phone _____ Participant E-Mail _____

Postmarked on or before 6/23/10

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

Postmarked between 6/24/10 - 7/2/10

- 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.