

Basic Cross Selling

January 13, 2010
10:00 a.m. – 11:00 a.m. EST or
3:00 p.m. to 4:00 p.m. EST

Topics covered will include:

- Define cross-selling and how it affects the credit union
- Overcome your resistance to selling
- Explain how your sales efforts benefit everyone (including YOU)
- Describe how good listening improves interactions with members
- Compare and contrast features and benefits
- State why members tend to buy benefits over features
- Understand what types of member questions indicate interest in buying

Formats: \$199 per telephone connection or CD Only. *Unlimited Listeners*
\$249 telephone connection and CD

Cancellation: Refunds will be issued, less a \$50 administration fee, up until the handouts and access information are emailed.

If you have not received your handout materials 3 days prior to session, contact the Education Department.

For more info... call us at 800-572-7359 or 423-899-2425 x 119 or 138
FAX: 423-899-8726 MAIL: P.O. Box 21550, Chattanooga, TN 37424



Sign Us Up!

Credit Union _____
Address _____
Contact Person _____
Email Address _____
Phone _____ Fax _____

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Format ordered _____
Session
AM or PM



Distance Learning

Donate to the Herbert Ellison Scholarship Fund: ___ \$25 ___ \$50 ___ \$75 ___ \$100 ___ Other

Payment Method:

- ___ Enclosed is a share draft/check for \$ _____ payable to Tennessee Credit Union League.
- ___ A share draft/check for \$ _____ payable to Tennessee Credit Union League will follow.
- ___ I authorize Vol Corp Credit Union to debit the credit union account for \$ _____

Account #: _____ Authorized Signature: _____
(Requires prior completion of Authorization Agreement for Direct Payments [ACH Debits].)