

# Way to Go

## Webinar

June 10, 2008 ■ 1:30–3:30 pm, CT

We cannot guarantee timely and accurate registration for incomplete and/or illegible registration forms received. Please be sure to complete the form and type or write carefully.

**Check one of the following:** **SW2-1051**

Live webinar/materials  \$255 member  \$505 nonmember  
CD/materials  \$275 member  \$545 nonmember

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#### Four Ways to Register:

**ONLINE:** Visit [TNBankers.org](http://TNBankers.org) (Professional Development Calendar)  
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**FAX:** Fax completed form with credit card info to 512-891-9640

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**MAIL:** Mail completed form with check by May 29 to Bankers Ed, 5700 S Mopac, #C310, Austin, TX 78749

**LATE REGISTRATION:** Late registrations are accepted until the program starts. To ensure timely delivery of materials, etc, please register online when registering after June 6 (credit cards and E-checks, accepted). For assistance with online registration, contact 888-262-7701.

#### Method of Payment (check one):

Check made payable to Bankers Ed  
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# Presenter

**Honey Shelton**, brings the best of both worlds to her speaking and training engagements. She has 25 years of experience as a training and quality-improvement consultant for banks and banking associations across the country. Most recently, Shelton spent the last three years as executive vice president/chief retail banking officer with First Victoria National Bank. Today as executive vice president, human resources for FC Holdings, Inc, she oversees HR and training as well as strategic planning. Formed in 2005, FC Holdings, Inc, is a fast-track, multi-bank holding company in Texas with assets in excess of \$700 million and employs 300+ people.

Nationally recognized as an outstanding speaker, over a half million bankers have participated in programs Shelton has presented. Her depth of knowledge, enthusiasm, and compelling personality have left her lasting mark on InterAction Training Systems, Inc (ITS), the firm she founded in 1983.

As a graduate of the School of Bank Marketing at the University of Colorado, she realizes the value of quality education. Shelton invests time as a faculty member for banking schools around the country. She is a repeat presenter for most of the state bankers associations and is recognized as a BankersOnline.com (BOL) Guru.

Shelton continues in her own personal pursuit of excellence. She has obtained certification in Reality Therapy from the William Glasser Institute as well as certification from the Training and Development Program at Texas A & M.

**Bankers Ed books all registrations.  
Call 888-262-7701 with questions.  
Contact the TBA only for general  
information about Webinars.**



# Way to Go

## Best Practices for the Frontline

*Tune in and get your staff ready  
to accelerate service and sales*

*like the pros*

*you expect them to be.*

*Everyone—your customers,  
your staff, and your community*

*will be saying*

*Way to Go!*

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The most distinct point of differentiation between one community bank and another is location. Convenience is a major factor for all bank customers. However, convenience must not be a priority over quality service delivery. What does the customer expect? What does the customer want? It starts the minute they call, drive up, or come in. Friendliness, feeling welcome, feeling appreciated, knowing when they need help that an expert is available, and a quick apology for a misunderstanding or a lengthy wait all speak volumes. If you drop the ball on service it will be to the advantage of an equally convenient competitor. Get with it, teach, mentor, and lead your team to knock it out of the park when it comes to sales and service. Boost service quality and increase sales with this fast-paced, highly informative webinar. You will have customers saying “Way to go!” to your staff of go-getters!

This seminar is designed for banks that are serious about becoming world-class sales and service organizations. When a customer walks in, drives up, E-mails, or phones, the bank starts racking up points for (or against) tightening up the relationship. *Way to Go!* teaches participants how to excel at what they do, what is expected of them, and what the customer wants from them! Honey Shelton, your instructor, brings 30 years’ experience as a banker, a motivator, and a consultant on how to implement strategies, standards, and training that will help your bank raise the bar when it comes to sales and service.

**Tune in and tune up the frontline!**

# Program Highlights

- Master the essentials - appearance, organization, skills
- Get fired up about your job - it’s more fun, more satisfying!
- Know your products - learn your customers
- If you don’t use it - you will lose it
- Know your lines - what to say
- Timing - pay attention to what the customer is and isn’t saying
- Take care of business - phone, e-mail, and in-person
- How to make service sizzle in the drive-thru - it’s the little things
- Join the hunt for new business - bundle, seek, and you will find it
- Listen for opportunities - ask great questions
- Best ways to grow - referrals and cross-selling
- Keep score - know how well you do your job!

## Why Participate?

To maintain a service advantage, your staff must be aware, alert, and well-trained. Put *Way to Go!* to work at your bank, and your competition will be saying, “What are they doing over there?”

## Audience

All frontline personnel, frontline supervisors, trainers, and managers will make excellent use of this material. Any staff person being considered for a frontline position will appreciate the head start.

## Continuing Education

**Applied:** 2.5 hours CBT/CCSR/CPB credit with the Institute of Certified Bankers.

# What Is a Webinar?

A webinar is an enhanced telephone seminar. The audio portion of the program is still delivered by speaker phone; however, you now have the option of viewing a corresponding visual presentation using your PC or a PC connected to an A/V projector for multiple participants. No special hardware is needed. You may still participate without the added web component.

The program includes 90 minutes of instruction and 30 minutes live Q&A. Each registration provides one connection to the live webinar, written materials, and 30-days’ access to the online seminar (recorded copy of the event). You may have unlimited listeners on your connection by speaker phone and PC. You will receive a PIN, written materials, and instructions prior to the seminar. **E-mail confirmations may be intercepted by your E-mail security system as spam. If you do not receive a confirmation within 2 days of the event, please contact 888-262-7701.** You may also purchase the CD and materials.

**New:** Free 30-day Online Seminar — All presentations are archived within 5 working days of the broadcast. Webinar participants will receive a URL providing unlimited access to the presentation for 30 days. This enables you to participate in the live webinar, train additional staff, and review the material as needed.

**Transmission, retransmission, or republishing of the audio portion of the seminar is prohibited. Your registration entitles you to 1 connection at 1 location with permission to make copies of materials for all participants.**