NEW

2008

Professional Teller School - A Three-part series

Tennessee Bankers Association Service Since 1890

Session 1 – May 2, 2008
Session 2 – August 14, 2008
Session 3 – December 4, 2008
Barrett Training Center, Nashville

Tennessee Bankers Association Service Since 1890

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WHO SHOULD ATTEND

Head tellers, branch officers/managers/supervisory, CSRs, tellers "on the move up," new hires to the bank, team leaders, and those who serve to mentor or instruct employees.

SEMINAR DESCRIPTION

On average, 80 percent of customer interaction is with your front line and customer service employees. Surprisingly, the employees who face those customers each day usually are the least trained employees in the financial institution. How do we keep up with the competition? Do we want to grow our customer base? Do we want to put measures in place to avoid losing valuable business? How do we cross sell to meet each customer's needs?

Investing in your employees' training and education is investing in the future success of your bank. Competently trained employees who demonstrate quality service, knowledge of products and services offered by your bank, and who perform efficiently with a keen sense of awareness and satisfaction of accomplishment reflect directly on your bank's bottom line and the overall health of your bank.

DELIVERY METHOD/PROGRAM LEVEL/ CONTENT

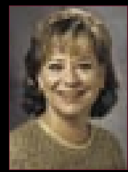
This live, overview, three-part series has been formatted to bring you the best possible training your employees need to serve your bank and your customer base better. The series provides an opportunity for the instructor to take time to discuss relevant frequently asked questions, or FAQs, and will also provide a forum to work through common problem areas using real-world situations with an implementation timeframe as a follow-up at subsequent sessions.

PREREQUISITES & PREPARATION

No prerequisites or advance preparation are required for this course.

PROGRAM OBJECTIVES

- Why "planting seeds" is critical to the bank, and to you!
- Picking up on sales cues
- Building relationships and conflict resolution
- How to talk about the bank's products and services
- WIIFM (What's in it for me) – everyone wants to know
- Six steps to take when a customer enters your workplace
- Confronting the difficult or irate customer
- How to "WOW" the customer
- Team work with the internal customer
- How your behavior and attitude affect the customer and your career



PROGRAM INSTRUCTOR:

Taye Cairnes is an engaging, humorous, and to-the-point trainer of people in all levels of leadership. Participating in one of Cairnes' numerous presentations is similar to sitting with a friend who understands the root of your challenges and can help you find more productive paths to happiness. She is a national speaker with over two decades of experience in leadership, customer service, sales, and marketing. Cairnes' schedule includes over 100 engagements each year with banking associations, consultants, Fortune 500 companies, trade associations, and corporations.

Cairnes brings astute insight and understanding of how to elevate leadership skills to the programs she teaches. Participants laugh as they learn and are amazed at how quickly the time passes. They walk away with greater awareness of their own behaviors and how those behaviors affect their work and personal lives; a new perspective into what motivates their employees; and how to use that motivation to enhance staff productivity.

As a cancer survivor, Cairnes knows what it takes to overcome obstacles in life. She will make you laugh. She will make you think. She will inspire positive change, and she will leave an impression that lasts long after the program is over.

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TENNESSEE BANKERS ASSOCIATION Service Since 1890

UPON COMPLETION OF THE THREE-PART SERIES ATTENDANTS ARE AWARDED A CERTIFICATE OF COMPLETION

AGENDA

Session One – *May 2, 2008*

- Begin within – what do you want your reputation to be?
- Leadership starts with me
- Self-fulfilling prophecy – questioning our stereotypes and what we think about other people
- Create a culture of respect – building a team atmosphere that works!
- Dealing with upset or irate customers
- Review of Fair Lending, BSA, & Reg CC – how the regulations affect the front line
- Setting boundaries – when should you draw a line in the sand

SESSION TWO – *AUGUST 14, 2008*

- Review of Session One
- DiSC – A behavioral style exercise. How to get along with the four distinct behavioral styles that people exhibit. (How to get along with all these crazy people!)
- Features and benefits of your banks' products – which products are advantageous to specific customers
- Cross-selling techniques – how to know when, how, and why goal-setting techniques get things done
- Bringing in and keeping new customers
- Increasing the number of products per customer

SESSION THREE – *DECEMBER 4, 2008*

- Review of first two sessions
- Sustaining a culture of respect – keep the magic going!
- Three gifts of leadership – what each person needs to know to develop their people skills
- Five needs everyone has – and how they can become a motivating agent
- Building relationships with your customers that last
- Create standards of customer service that go above and beyond
- What worked? What didn't?
- Steps to follow in a bank robbery
- Time savers – tips to getting more done
- Create a road map to your career path
- Keeping your bank safe from fraud

DATES AND LOCATION

Session 1 – May 2, 2008
Session 2 – August 14, 2008
Session 3 – December 4, 2008

Nashville
Barrett Training Center
211 Athens Way
Nashville, TN - 800/964-5525 or 615/244-4871

The meeting location is a designated nonsmoking facility and property

NOTE: The Millennium Maxwell House Hotel has sleeping room accommodations for this program at "The Tennessee Bankers Association" preferred corporate rate of $103. Phone 615/259-4343 to reserve rooms. Ask for the TBA rate when calling.

SCHEDULE – *Each Session*

8:30 am	**Registration**
9:00 am	**Program begins**
Noon	**Lunch**
1:00 pm	**Program resumes**
4:00 pm	**Adjourn**

PROGRAM FEES – *Fee includes all three sessions*

	TBA Members / Associate Members	Nonmembers
Early Registration	$595	$1,190
Early registration deadline is April 21, 2008		
Registration	$620	$1,215
At-the-door	$645	$1,240

Fee covers instruction, instructional materials, refreshment breaks, and lunch for each session. Please register early as seating is limited. **At-the-door registrants will be assessed an additional $25 late registration fee.**

No written confirmation of seminar registration will be sent from the TBA.

Participation in TBA programs is limited to members, associate members, and nonmembers from an eligible membership category at applicable member or nonmember rates.

GENERAL INFORMATION

Attire: Business casual attire is appropriate for all TBA programs. Because of temperature variations in meeting rooms, please bring a sweater or jacket for your comfort.

Special Needs: If you have a disability that may affect your participation in this program, please send TBA a statement regarding any special needs at least 10 days before the program. We will contact you to discuss accommodations.

Cancellation Policy: Cancellations received in the TBA office 7 business days prior to the scheduled program will be refunded in full. Due to commitments with hotels, cancellations received less than 7 business days prior to the scheduled program are not refundable. Substitutions are welcome. Registrants who do not attend the program or send a substitute will be responsible for the entire registration fee.

CONTINUING EDUCATION CREDIT

Attendants qualify for 19.5 hours of Continuing Professional Education (CPE) credit in the area of Specialized Knowledge and Application. For more information regarding administrative policies or complaints, please contact our offices at 615/244-4871.

Tennessee Bankers Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: *www.nasba.org*

Submitted for 21 hours of credit from the Institute of Certified Bankers (ICB); area to be determined. Please make application directly with ICB.

For additional continuing education credit information, call the TBA education department at 800/964-5525 or 615/244-4871.

For more information about this program, contact:
Debbie Brickles - *dbrickles@TNBankers.org*
Vice President and Director of Training and Development
Tennessee Bankers Association
211 Athens Way, Ste 100 • Nashville, TN 37228-1381
800/964-5525 or 615/244-4871 or *www.TNBankers.org*.

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To register online go to *www.TNBankers.org*

Please print or type.

Name ____________________ E-mail____________________

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Must be included.
For educational tracking only.

SS# ____________________

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SS# ____________________

Company ____

Address ____

City ____________________ State __________ Zip __________

Contact ____

Phone ____________________ E-mail ____________________

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TOTAL ENCLOSED $__________

Method of payment ❏ VISA ❏ MasterCard ❏ Check

CK#__________ **(Make checks payable to Tennessee Bankers Association)**

Card # ______________________________ Exp Date ______

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RETURN COMPLETED FORM AND PAYMENT TO:

Tennessee Bankers Association
ATTN: Susan Conley
211 Athens Way, Ste 100
Nashville, TN 37228-1381
Phone: 615/244-4871 or 800/964-5525 Fax: 615/324-1992