

EMPOWERFi

Strategy-Infused Marketing for Financial Institutions

SALES + ENGAGEMENT TRAINING

EmpoweredEngagement™ Sales Training Program

This on-site sales training program will reach staff at each branch location, train branch managers to hold staff accountable, and provide training resources for future use, ultimately creating a foundation for future growth.

TRAINING PROGRAM INCLUDES:

✓ Fully Customizable Staff Training Program

- Back to basics: Relationship building
- Accountability Training for Front Line Managers
- Taking Advantage of Front-Line Incentives
- Confidence Building
- The Art of Making Referrals
- Engaging with Members
- Closing the Sale
- Follow-Up
- Maintaining the Member Relationship

✓ Staff Kick-Off Event

- Full or Half-Day
- On-Site Event
- Builds Momentum

✓ Ongoing, On-Site Training

- EmpowerFi Training Staff on-location
- Reach Multiple Branch Locations
- Monthly or Bi-Monthly Visits
- One-on-One Management Coaching

✓ Worksheet Modules & Follow-Up Activities

- Monthly/Bi-Monthly Homework Exercises
- Accountability Tools
- All-Staff Program Recap Event

Your greatest opportunity for member loyalty & profitability lies in your employees ability to build relationships, trust and value with your members.



Accountability



Confidence Building



Relationship Building



Closing the Sale

Improve acquisition, retention and loyalty by giving staff the skills they need to develop deeper relationships.