



cuStrategies e-newsletter April 2016

**Marketing & Business
Development Conference
September 21-23, 2016
One Ocean Resort & Spa
Jacksonville, Florida
Register at www.custrategies.com**



**cuStrategies
Lending Conference
Sept. 26-29, 2016
One Ocean Resort & Spa
Jacksonville, Florida
Register at www.custrategies.com**

Innovative Leadership...Rethink, Renew, and Revive!

*What can credit union leaders do to transform their culture into a dynamic sales and service environment that leads to increased loan growth, profitability, and member loyalty?
They must rethink, renew, and revive!!!*

Innovative leaders must:

RETHINK the way they do business: Great leaders must continually evaluate the 7 P's of their business on an ongoing basis to ensure relentless growth and to build a **strong relationship-driven culture** versus a transactional culture.

The 7 P's of an organization include: People, products, pricing, programs, policies, processes, and procedures. Each of these components have an equally significant impact on the success of your credit union. All of these components must be in alignment with a clear focus on the same objectives, same goals, and same results.

Below are examples of **RETHINKING** the way you do business with businesses in their communities to open doors of opportunity; build stronger relationships; increase loans, and increase more frequent onsite visits with face-to-face interactions with employees of the companies. Below are some tips to begin this process:

- Transform your staff from order takers to financial solution partners
- Market your credit union as a **"Partnership"** not just a credit union."

- Become a “**Preferred Partner**” to businesses in the communities by offering a added value program that helps people improve their credit scores, lower their monthly payments on loans with other financial institutions, and helps eliminate their high-interest-rate credit card balances
- Establish loan volume goals for Business Development; not membership goals
- Establish closed loan referrals for tellers
- Evaluate and re-evaluate your policies, processes, and procedures to remove barriers for long-term growth
- Focus on innovative programs that appeal to 18 to 24-year old millennials to gain loans and PFI status

RENEW the credit union philosophy of “**People Helping People**” by offering innovative lending strategies and programs that positively impact people’s lives and the credit union’s bottom line. This process starts with offering a dynamic lending program that creates WIN/WIN/WIN solutions:

- **A win for the credit union**
Increased quality profitable loans
Increased employee engagement
Increased member loyalty through **relationship-driven strategies and program**
Minimized delinquencies and loan losses
- **A win for the member**
Increased credit score
Lower monthly payments on loans refinanced from other financial institutions
Eliminated high-interest-rate credit card balances saving members hundreds of thousands of dollars in interest by reducing interest rates as high as 29.99% to as low as 2.99%
- **A win for the employee**
Intangible reward of helping people and making a difference in their lives
Employee and member engagement through relationship-driven strategies
Recognition and rewards

REVIVE your employees and member engagement: Great leaders are always looking for innovative ways to enhance the member experience and build more relationships and stronger relationships. This cannot be achieved easily without employee engagement and innovative strategies and programs that engage members. Therefore, the first step in this process is to enhance member engagement through employee engagement. Below are some tips on how to begin this process:

- **Transforms employees from order takers to financial solutions partners**
- Train staff to ask the right questions to engage in the right conversation
- Train staff to not just simply respond to members’ requests, but to offer the right solutions
- Never ask a question that gives you a 50 percent chance of getting the answer “No”
- Never ask:
 - *Would you like our checking account?*
 - *Would you like our Visa credit card?*
 - *Would you like to refinance your car?*

If you want to **RETHINK, RENEW, and REVIVE** to elevate your credit union to the next level, come join us at **cuStrategies Lending Conference and Business Development and Marketing Conference** being held at the One Ocean Resort and Spa located in Atlantic Beach, Florida, to learn more about the **PROVEN strategies that have helped credit unions increase loan growth as much as 33% percent annualized through quality profitable loans, manage their loan portfolio to maximize profitability and minimize delinquencies and loan losses, and build a strong sales and service culture that enhances employee engagement and member engagement that leads to member loyalty!**

Also, **cuStrategies' One-Year Sales and Service Transformation Program** can help you transform your credit union into a dynamic sales and service culture that creates the Win/Win/Win solutions outlined above. This program includes four (4) one-week onsite credit union visits. The program includes the following training programs and consulting services:

- Credit union assessment of the 7 P's: People, products, pricing, programs, policies, processes, and procedures
- Leadership Program
- Coaching Program
- Sales and Service Program for Staff
- Teller Training Program
- Lending Training
- Credit Scoring and Analysis Lending Program
- Collections Training
- Call Center Training
- Outbound Calling Programs and Training
- Business Development Program, Training, and Consulting
- Reward and Recognition Programs
- Goals and Incentives Programs

Credit Union Success Stories

Many credit unions have already experienced relentless growth and are sustaining their growth using the programs and strategies outlined today:

- **Dover Federal Credit Union** (\$420 million in assets) **experienced over 25 percent annualized loan growth in 2016 with the majority of loan growth in auto loans** as a result of using cuStrategies' Credit Scoring and Analysis (CSA) Lending Program. They are slated to hit 30 percent loan growth by year end. Additionally, as a result of using cuStrategies' programs and ensuing loan growth, Dover Federal Credit Union was **awarded the 2015 CU Journal Best Practices Award!** Check out the article in the *CU Journal* publication at <http://www.cujournal.com/news/growth-strategies/dover-boosts-loan-growth-with-credit-score-analysis-program-1025305-1.html> (12.02.15).
- **Advantage One Federal Credit Union (AOFUCU)** experienced **26 percent annualized loan growth annualized in 2016**, with an emphasis on auto and consumer loans as a result of using cuStrategies' programs. AOFUCU completed a ROI Analysis to determine their return on investment in partnering with cuStrategies. Their final analysis as of October 15 reflected an **ROI of \$513,698 in net income just from the loan interest income generated since they integrated cuStrategies' programs.**
- **Baker FCU** in New Jersey **experienced 90 percent loan growth over a period of 2 1/2 years (2012 and 2015)** with most of the **loan growth in consumer lending** (not mortgages, and they do not do business loans) with no indirect lending using cuStrategies CSA Lending Program. The delinquency ratio and charge off ratio for consumer lending did not increase at all (although they did have a loss on a real estate loan that impacted their overall delinquency ratio). **NCUA has given Baker FCU accolades** for their loan growth and management of delinquencies and loan losses.
- **CPCU** in North Carolina **won the 2014 CU Journal Best Practices Award for their loan growth and success** as a result of the CSA Program (check out the article in the *CU Journal* publication at <http://www.cujournal.com/news/leveraging-csa-training-to-boost-lending-33-1023515-1.html>)
- **CPCU also won the 2014 Louise Herring Award for their loan growth and success** as a result of the CSA Program
- **Summit Credit Union in North Carolina** created **instant loan opportunities** (immediately following training in October 2014) using the CSA Program in Business Development. Below is a quote from Glenn Kirk, EVP of Marketing and Business Development:
 - *"By the way, **we are causing a shock wave through our lending department as they try to keep up with mini-apps.** Our business development team has been hugely successful bringing back mini-apps from business partner events – **109 in just one day at one Benefits Fair.** I will keep you posted on our continuing success, but the results are now in the hands of our lenders. Thanks for your help and best regards."*

I hope you experienced great success this year as well, and I wish you **RELENTLESS GROWTH** in 2016!

Would you recommend other credit unions consider using cuStrategies' programs?

"Yes, I would highly encourage it. Don't get me wrong – it's not easy! Before and after Celeste arrives there will be a TON of work to be done but Celeste helped us with much of the framework that really helped move things along. Celeste is also a forward thinking individual who is not afraid of change – to find true success the credit union needs to be prepared to change!" Chaz Rzewnicki, Vice President Lending, Dover FCU

For more information regarding strategic planning, leadership, lending, business development, and/or sales and service programs and strategies, please contact Celeste Cook, CEO/Founder of cuStrategies, at cccook@custrategies.com or 404.783.5898. Her website is www.custrategies.com.