



# \$ cuStrategies

cuStrategies e-newsletter ~ February 2017

## Business Development & Marketing Conference

August 2-4, 2017

Marriott Riverwalk

San Antonio, Texas

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## CSA Lending Underwriting Certification School

August 7-10, 2017

Marriott Riverwalk

San Antonio, Texas

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## Create a Vibrant Sales and Service Culture for Growth in 2017

**What can you do today to create a vibrant sales and service culture to bring in more loan opportunities, increase profitability, and increase member loyalty/retention? It's as easy as 1, 2, and 3! Key tenets to live by as you begin your journey:**

- 1. Culturally, we must be relationship-driven, not transaction-driven: Conversations lead to relationships not transaction-driven questions!**
- 2. Focus on "EXTRAordinary Service" and "EXTRAordinary" member engagement will lead to sales: If you train your staff to serve your members by engaging them in conversations and asking the right questions, your team will definitely build stronger relationships with your members; and, as a result, it will lead to more loans, more services, and greater loyalty!**
- 3. What gets reinforced and rewarded, gets repeated: Recognizing and rewarding the right behaviors during the coaching experience will lead to success! Coaching is crucial to the success of any culture transformation. "Real life" coaching outside the training room is absolutely powerful. It will lead to the success of your employees and, ultimately, long-term success of your credit union!**

***There is no time like the present!  
Set up your team and credit union for success in 2017!***

***Follow these simple steps today to begin  
your journey for increased loan growth, profitability, and retention!***

- Train your frontline tellers and MSRs to engage members in the right conversation (not interaction) to look for ways to lower their payments on loans NOT with the credit union; get rid of high-interest rate credit card balances; and increase their credit scores in the process.
- Train your front line staff to not just respond to the member's request but to respond with the right solution: Submitting an unsecured loan request for a high-risk member will usually lead to a denied loan.
- Train your staff to make sure they never make a member feel denied.
- Train your staff to defer loans not deny them. A denied loan is a lost loan opportunity for life (not to mention all future loan opportunities! A deferred loan is a future loan opportunity!
- Train your front line staff to partner with your members to offer the right solutions that will bring in more quality loan opportunities, increase profitability, and increase member loyalty/retention. For example, don't offer a high-risk member a high-risk loan. It will be denied! Find a solution that creates a win/win for the member and the credit union!
- Train your staff to understand how credit scores are calculated.
- Train your staff to conduct a credit score analysis and to sit beside your members, not across from the desk, to review their credit reports and SHOW them how they can improve their credit score. A desk is a barrier to building a strong relationship! For example, one service representative helped a member increase their credit score from 482 to 702 in four months turning a high risk member into a low risk member and offering the member a low-risk loan as a solution to help the member.
- Train your front line staff and loan officers/underwriters to assess risk without using the credit score: This strategy is proven to lead to more approved quality profitable loans.
- Train your front line staff and loan officers/underwriters to identify high risk and low risk factors and notate them in loan notes. The rule of thumb is: For every high risk factor, you must notate 2 to 3 low risk factors.
- Train your front line staff and loan officers to enter the right loan notes for better loan decisions: Over and over again, we have taken denied loans and applied the right loan notes and high-risk and low-risk factors along with the right solution only to have the lending decision turn into an approval!
- Train your managers and supervisors to become dynamic leaders and coaches to keep your staff motivated and engaged long-term: A Coaching Program proven to help your team leaders be successful in their role to help their team be successful!

***For more information on how to create and maintain a strong and vibrant sales and service culture for growth, please contact Celeste Cook, CEO/Founder of cuStrategies, today at [cccook@custrategies.com](mailto:cccook@custrategies.com) or 404.783.5898. Her website is [www.custrategies.com](http://www.custrategies.com).***