



\$ cuStrategies

cuStrategies e-newsletter ~ July 2017

Register today!

CSA Lending & Underwriting School
August 7-10, 2017
Marriott Riverwalk
San Antonio, Texas
Register at www.custrategies.com



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*Register today for cuStrategies' upcoming event...
at custrategies.com
Early Registration: \$1,295 Registration: \$1,995
Marriott Riverwalk: 800.706.9936*

Key Lending Strategies for Loan Growth, Profitability, and Retention...*New ways to increase loan growth and profitability for long-term sustainability?*

1. Engage your tellers to help you increase quality profitable loans.



Advantage One Credit Union does an excellent job of engaging all staff to help increase loans and prevent loan losses!

Top awards went to this teller at Advantage One Credit Union who applied cuStrategies' techniques and strategies. She was the leader in mini form referrals and highest loan volume in closed loans!

*Creating Win/Win/Win Solutions...
A win for the credit union, member, and employees!*

2. Engage frontline loan officers to not just take loan requests but to engage members in the right conversations to offer the right solutions (low-risk secured loans) in order to help members raise their credit score, lower their monthly payments on all loans not with the credit union, and eliminate high-interest-rate credit cards; thus, creating more loan opportunities for the credit union.
3. Engage in the right outbound calling program with the right scripts that compel people to say "YES!" to you to help the credit union increase loan opportunities
4. Engage in a Coworker Referral Program to increase loan opportunities for the credit union.
5. Engage in assessing risk without using the credit score to identify high-risk factors and low-risk factors and document the right information to increase loan opportunities and make better loan decisions.



Willie at CCATCU does an outstanding job of utilizing cuStrategies' techniques and strategies to help his credit union increase loan opportunities exponentially! Willie closes, on average, \$2 million per month in loans using an Outbound Calling Program and other lending strategies...and, on average, 90 percent of his loans are protected!

*Coastal Community & Teachers Credit Union...
Creating Win/Win/Win Solutions
A win for the credit union, the member, and employees!*

Nothing is more exciting than to see staff engaged to help their credit union grow by bringing in more loan opportunities and working hard on the frontline to prevent loan losses by building strong relationships.

Join us at the CSA Lending & Underwriting Conference being held at the San Antonio Marriott Riverwalk August 7-10, 2017. This conference is for CEOs, Vice Presidents of Lending, lending managers, Collection managers and staff, and frontline processors and underwriters.

Credit unions who have used cuStrategies' programs and services have experienced a transformation in their culture with enthusiastically engaged employees, enhanced leadership, positive synergy amongst teams, and raving fans from their membership as a result of their member experiences!

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 or 404.783.5898. Her website is www.custrategies.com.