



## cuStrategies e-newsletter (Part Two) May 2016

**Marketing & Business  
Development Conference  
September 21-23, 2016  
One Ocean Resort & Spa  
Jacksonville, Florida  
Register at [www.custrategies.com](http://www.custrategies.com)**



**cuStrategies  
Lending (CSA) Conference  
Sept. 26-29, 2016  
One Ocean Resort & Spa  
Jacksonville, Florida  
Register at [www.custrategies.com](http://www.custrategies.com)**

*Hear from other CEOs/Executives To Learn How They Experienced Growth!  
26+ Loan Growth; Decreased Delinquencies/Charge-offs; Increased ROA  
(See Results Below!)*

**Register today and take advantage of the [Early Bird Discount](http://www.custrategies.com) available through May 31, 2016!  
[www.custrategies.com](http://www.custrategies.com)**

### **Ten Ways to Increase Loan Growth, Profitability, and Retention**

Leaders in the credit union industry must **find ways to stretch their teams to think outside the box** where all the magic happens! Leaders can begin the process by creating “Think Tanks” (from the top all the way down to the tellers) within the organization to create a strong focus on the following:

- **Rethinking** the way you do business to **create a dynamic Sales and Service Culture**
- **Renewing** the core philosophy of “People Helping People” to build **stronger relationships**
- **Reviving staff** to be **enthusiastically engaged to help members AND non-members!**

Some of **biggest challenges credit unions face** as they continue to strive to grow and create a greater relevance in the market place with people who live and/or work in their communities are:

- **Getting staff motivated** to engage members in conversations instead of being “order takers”
- Finding ways to **get members engaged** to build stronger relationships
- **Increasing profitability** through loan interest income without increasing delinquencies/loan losses
- **Increasing direct auto loan growth**
- Increasing growth without diluting their capital ratio

Below are some tips to help you **rethink, renew, and revive your credit union** to ensure the credit union experiences increased loan growth, profitability, and loyalty!

1. Develop a **strong sales and service culture by focusing on SERVICE**. Sales is an outcome of EXTRAordinary Service! EXTRAordinary service begins with “engaged employees” engaging members in conversation.
2. **Transform** your **staff** into confident and engaged employees; not just order takers providing good service the member requests and expects.
3. Train staff to **ask the right questions** to get member’s engaged in the right conversation. Don’t train staff to ask questions that will lead to the answer “no thank you”!
4. Train staff to **offer the right solutions** instead of just responding to the member’s request.
5. Create **Win/Win/Win solutions**:  
**Win for the credit union**: quality profitable loans, member loyalty, and increased loan growth with minimized delinquencies and loan losses  
**Win for the member**: Offer solutions that increase the member’s credit score, lower their monthly payments on loans not with the credit union, and eliminates high-interest-rate credit cards with other financial institutions  
**Win for the employee**: Confidence in their knowledge of competitors and credit scores to be better able to offer the right solutions; job satisfaction in knowing they are making a difference in people’s lives, not just responding to the member’s request; and monetary rewards for “thinking outside the box” to create the right solution for the member and the credit union
6. Turn your Collections Team into **Member Solution Partners**: Create a focus on solutions; not just payments!
7. **Offer FREE credit score analysis (CSA)**: Sit beside the member, review their credit report, determine risk without using the credit score, determine what you can do to lower their payments on loans not with the credit union; and identify what the credit score will be in 90 days and 12 months.
8. Integrate a **Loan Recapture Program PROVEN** to **double your monthly loan volume in one month** and maintain increased loan growth.
9. Integrate **programs PROVEN to bring in new loans**...particularly auto loans!
10. Reward your staff and members for bringing in new loan opportunities with a focus on “New Member/New Money!

## Credit Unions Creating Win/Win/Win Solutions (Success Stories) Using cuStrategies' Programs and Strategies

### Advantage One Federal Credit Union 2015 Annualized Results

Critical Success Factor	2015	2014
Loan Growth	26.38% ↑	12.51%
Delinquency Ratio	0.65 ↓	0.70
Charge off Ratio	0.49	0.45
Average Loan Yield	6.07 ↑	5.93
ROA	0.81 ↑	0.70
Membership Growth	3.71 ↑	-0.26

*“We are not in the business of adding more debt to people who come to us. We are looking for ways to **lower their monthly payments on loans they have with other financial institutions** and help them reduce their debt. One member said we had done more for him in one hour than his bank had done for him in 40 years! This type of feedback from members is priceless! This is the value we have been able to offer our members through cuStrategies’ programs. That is why we are changing our charter...we want to reach more people and make a difference in their lives. We have received hundreds of success stories [like the stories shared below] from our employees who are very proud that they are making a difference in people’s lives.”* **Chris Corkery, CEO, Advantage One FCU**

#### AOFCU Employee Success Story

*“An individual (**referral**) came in to see if we could help them get a small loan. After conducting a CSA, we helped this member **raise their credit score from 487 to 702 in four months** and are **saving him hundreds of thousands of dollars** by lowering his payments on loans with high interest rates from other financial institutions!”* Provided by **Jessica Barefoot, COO, Advantage One Federal Credit Union**

The story above reflects a **win for the credit union** which is increased **quality profitable loans (new money)**; a **win for the member** which is **lowering their payments** on loans they have with other financial institutions and **raising their credit score**; and a **win for the employee** who feels like they have truly **made a difference in a person’s life** and gets **rewarded monetarily** for it!

#### Dover Federal Credit Union Win/Win/Win Success Story:

*“I wanted to let you all know how proud I am of the CSAs that you are accomplishing each day. You have completed **36 CSAs so far this month**. You have been sitting with members to discuss them or mailing them out with amazing notes. These are making **HUGE** differences in members’ lives. A **member received their CSA in the mail and yesterday came in to apply for a visa to establish revolving**. We have **one member going from a 669 to a 775 in one year**- she was **emotional b/c she has never been above a 700** and now has a **goal to own her own home**. Thank you so much for taking this and running with it. Our **members ARE SO EXCITED** that we are willing to go out of our way to better their financial life. Keep up the great work!”*

Nicole Heathington, Branch Manager, Dover Federal Credit Union Milford

## Credit Union Business Development Success Stories

### Advantage One FCU

*"I have some more exciting news to share with you all! On Thursday, Jessica B. and I went to [a Preferred Partner] to work with their employees and see if we could save them money. We came back with 11 signed mini forms out of 15 people, and this wasn't even the exciting part! After reviewing the credit reports, **we were able to generate \$85,000 in new loan dollars and save the employees over \$9,000 in interest between all of their loans!**"*

*"This morning, a couple of us from the Credit Union went to [a Preferred Partner] to complete **Advantage One's first ever CSA Seminar**. The goal of these seminars is to bring what you, as employees do every day to businesses for their employees! We engage in conversation about credit scores, and talk about our own success stories in hopes that we can reach out to others that wouldn't necessarily think of Advantage One for their financial needs. This morning, we had **38 people in attendance** and let me just say, the entire team rocked! **We came back with 30 signed mini forms and at least 6 definite refinance opportunities!!!**"*

### Summit Credit Union

*"By the way, we are causing a shock wave through our lending department as they try to keep up with the 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.**"*

*Shared by Glenn Kirk, EVP Marketing & Business Development, Summit Credit Union*

***TRANSFORM your Business Development with a clear focus on growth, profitability, and retention! Join us at the Business Development and Marketing Conference at the One Ocean Resort and Spa in Atlantic Beach, Florida, (near Jacksonville) September 21-23, 2016. Early registration ends May 31, 2016! Register now at [www.custrategies.com](http://www.custrategies.com)***

***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](mailto:cccook@custrategies.com) or 404.783.5898. Her website is [www.custrategies.com](http://www.custrategies.com).***