

Member Engagement Training Program

Elevate Member Engagement by Educating and Empowering your Members to Elevate their Financial Success!

Overview

Members are the lifeblood of your credit union; we wouldn't exist without them. The more engaged members are with your credit union, the stronger their connection with your brand. Engaged and connected members are more likely to make your credit union their primary financial institution, and the first place they turn to for all their financial needs. Celeste Cook has leveraged her years of experience in the credit union industry to create a program guaranteed to enhance member engagement, create raving fans for your credit union, and positively impact your bottom line.

Consistently create a positive member experience with every member, every time.

Determine the best approach to partner with your members to offer the right solutions.

Transition from transaction-focused to relationship-focused.

Overcome objections to better serve your members.

Engage in relevant conversations to connect and build deeper relationships.

Utilize the Loan Mini-Form to better serve your members and get referrals.

Identify member solutions to help them achieve financial freedom.

Educate members on how they can lower payments on loans with other financial institutions and eliminate high-interest-rate credit card balances.

Refine your listening and communication skills.

Explore ways to enhance member loyalty, and gain commitment for life.

Understand the value of empathy and how to engage in empathy.

Participant manual, coaching engagement forms, scripts for overcoming objections, and loan mini-form are resources included with this training program.

Celeste Cook is founder and President/CEO of cuStrategies LLC. As a credit union industry strategist, Celeste brings you her credit union experience, expertise, proven strategies, positive energy, and passion for service! In addition to being a consultant and trainer, she is a keynote and motivational speaker with a dynamic and engaging style that has made her highly sought after within the credit union industry. Celeste has also served as an industry expert, motivational specialist, and keynote speaker for credit union associations and leagues nationwide. In addition to her role as CEO of cuStrategies LLC, Celeste has been involved in the credit union industry for more than 20 years and a professional speaker and trainer for more than 15 years. During her career, Celeste has worked for a \$1.6 billion credit union in Atlanta, Georgia, and consulted and trained with Rex Johnson of Lending Solutions Consulting.



Celeste's experienced consulting services and expert training programs/schools have helped credit unions with assets ranging from \$20 million to \$2 billion. She provides her vast knowledge, innovative ideas, and proven strategies with passion and a dynamic speaking style that is engaging and filled with positive energy! During her career, Celeste has developed, led, and implemented successful training programs, strategies, and initiatives in lending, business development, sales and service, leadership, and performance improvement. She has a definitive focus on loan growth, profitability, membership growth and retention, as well as member service.



cuStrategies provides tools to engage, educate, and empower your team for continued success, and elevate the performance of your credit union.

Contact Celeste today if your goals include:

- Dramatically enhancing your loan portfolio and deposits.
- Increasing revenue, and growing net income.
- Developing more engaging, problem-solving employees.
- Increasing loan growth as well as membership growth, engagement and retention.
- Making your credit union more relevant to attract new members and new money; particularly

email
cccocook@custrategies.com

phone
404.783.5898

online
custrategies.com

