


## 2008 Way to Go-Best Practices for the Frontline

 <p><b>WEBINAR SEMINAR</b></p>	<b>Date:</b>	June 10, 2008
	<b>Time:</b>	1:30 – 3:30 p.m. Central Time
	<b>CPE Available:</b>	NA
	<b>Seminar Code:</b>	SW2-1051
	<b>Seminar Description:</b>	The most distinct point of differentiation between one community bank and another is location. Convenience is a major factor for all customers. However, convenience must not be a priority over service delivery. What does the customer expect? What does the customer want? It starts the minute they call, drive up or come in. Friendliness, feeling welcome, feeling appreciated, knowing when they need help that an expert is available and a quick apology for a misunderstanding or a lengthy wait all speak volumes. Boost service quality and increase sales with this fast paced, highly informative webinar.
<b>Who Should Attend:</b>	All frontline personnel, supervisors, trainers and managers.	
<b>Program Highlights:</b>	Program highlights include the following : master the essentials - appearance, organization, skills; get fired up about your job - it's more fun, more satisfying; know your products, learn your customers; if you don't use it - you will lose it; know your lines - what to say; timing - pay attention to what the customer is and isn't saying; and take care of business - phone, email and in-person	
<b>Seminar Speakers:</b>	<b>Honey Shelton</b> is president of InterAction Training Systems, a firm that has provided seminars in over 33 states. She was vice president of marketing and an executive committee member to a major holding company bank. She is a graduate of the School of Bank Marketing and is a faculty member for the Graduate School of Banking at Louisiana State University.	
<b>What is a Webinar Seminar?</b>	This program includes 90 minutes of instruction and 30 minutes live Q&A. Each registrant provides one connection to the live webinar and 30 days access to the online seminar. You may have unlimited participants on your connection by speaker phone.	
<b>What are the costs?</b>	Tuition is \$250 per 'site license,' and listeners on your connection are unlimited.	

### REGISTRATION FORM

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 Live webinar/materials (live hookup)  \$250 mem  \$500 nonmem  
 CD/materials  \$270 mem  \$540 nonmem

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