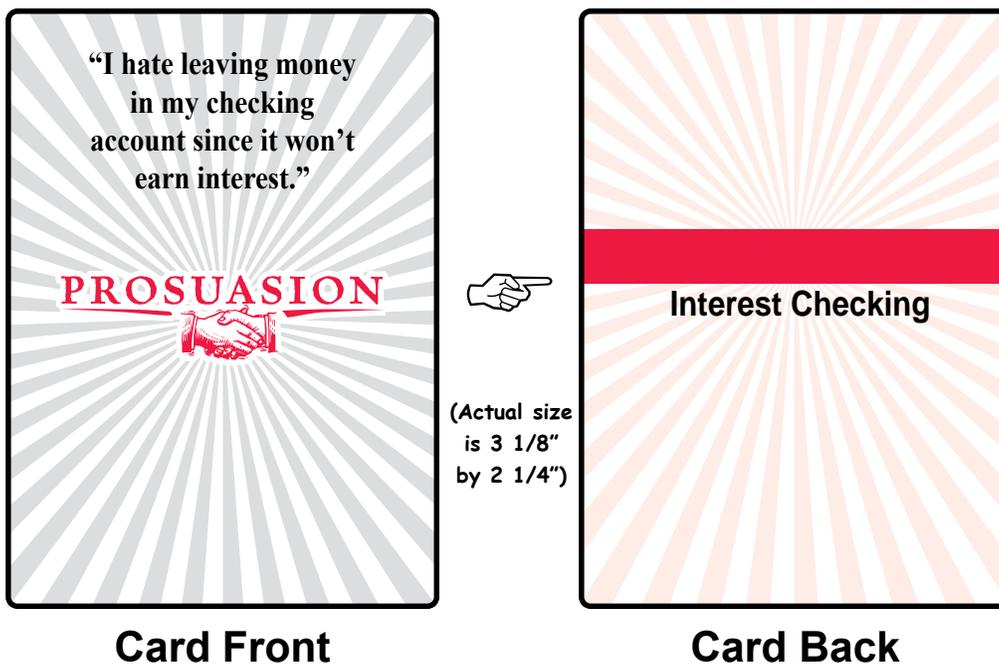
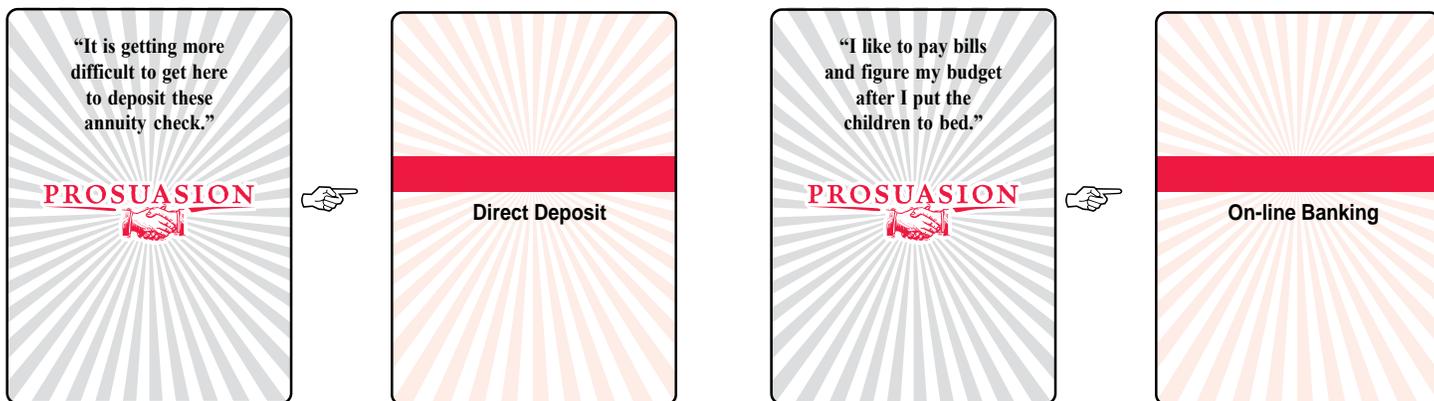


## Sales Opportunities Flash Cards: Customer Desires

Does your team respond well to product and service requests with timely product offerings? This Prosuation module uses simple customer service requests and comments to test your teams ability to recognize logical product and service offerings. Because this module uses dialogs, it is a useful training aid for call center personnel as well as your front-line branch staff.

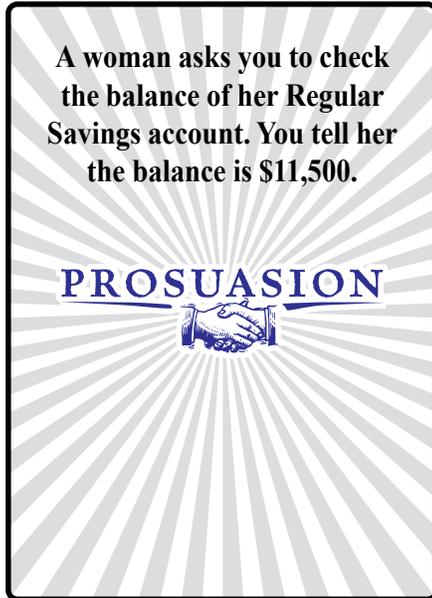


While our standard version will keep your team “on their toes,” Prosuation can be customized with your specific product and service nomenclature. Customizing these names make learning your specific offerings easy; just like our popular Deal With It series of training modules, we can also incorporate your logo and contact information. Over 100 cards are included in this \$59 set.



## Sales Opportunities Flash Cards: Transactions

Everyday your customers make requests for service and require that specific transactions be made for them. Some of these transactions should be recognized as opportunity to offer another service or product. Your team will see that meeting customers needs, in spirit of service, make for the easiest sales.



**Card Front**

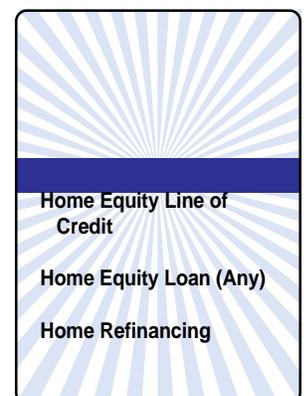
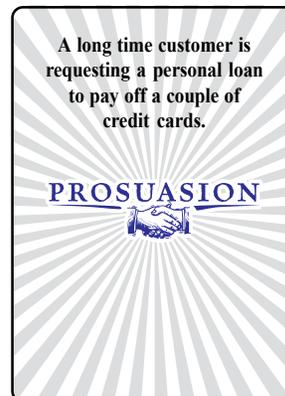
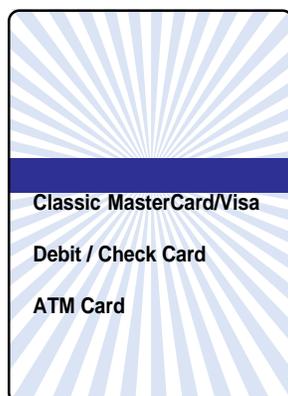
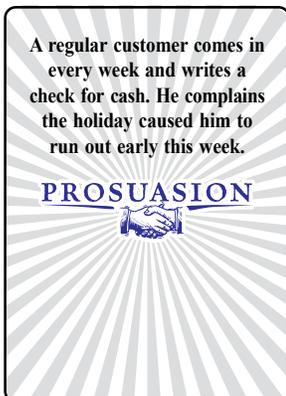


(Actual size is 3 1/8" by 2 1/4")



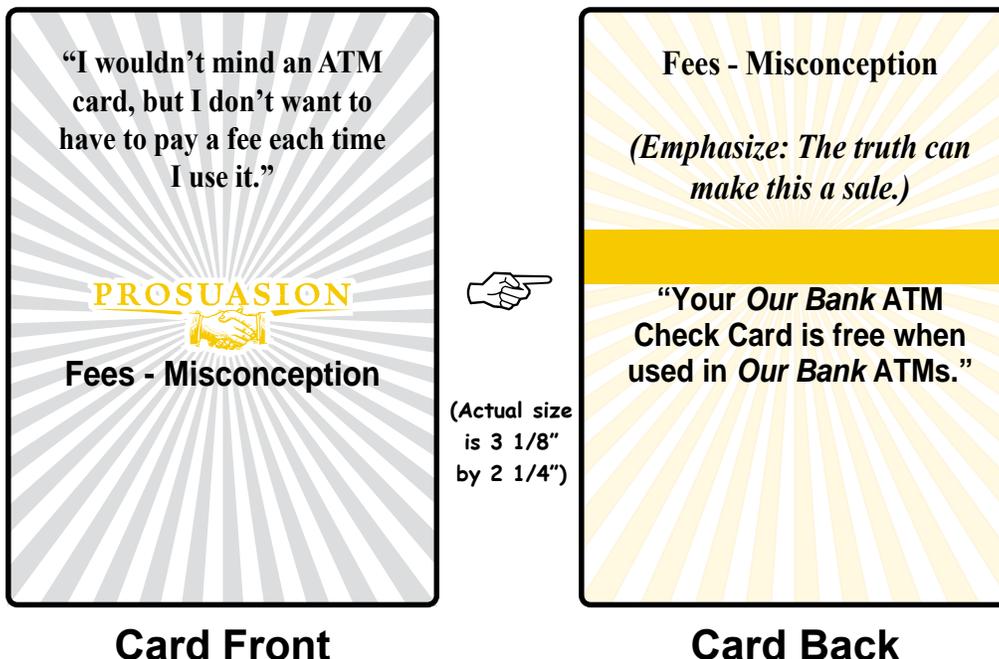
**Card Back**

The standard version will challenge your team and cause many to see that every day is filled with sales opportunities. Making logical product and service offerings need not be a stressful event to be avoided, but a way of helping customers meet their needs. This 90+ card module can be customized with your product and service names to make learning your specific offerings simple. As usual, we can incorporate your logo and contact information for a "home produced" feel. **\$59.**

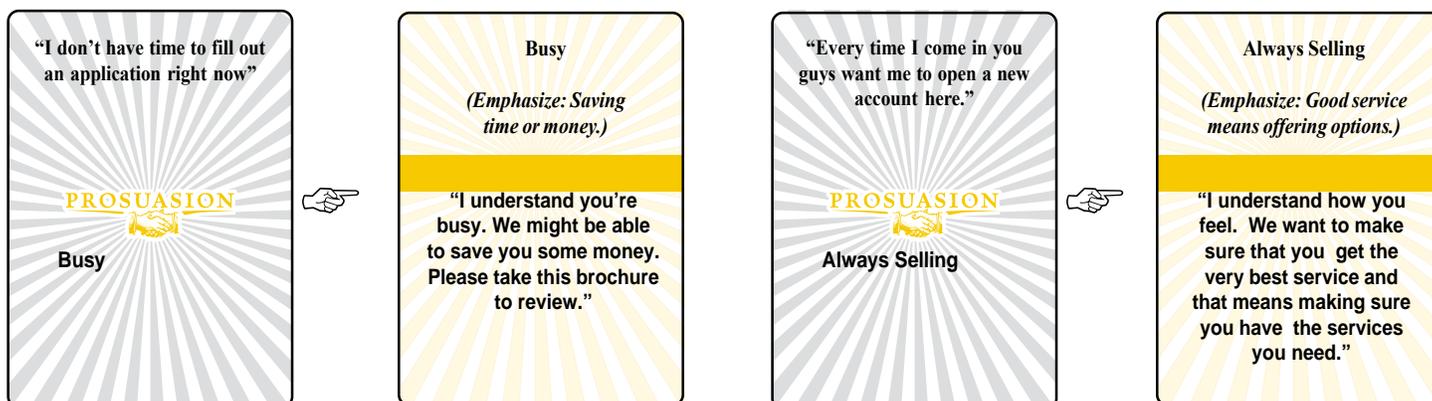


## Overcoming Objections Flash Cards:

Many staff members resist the sales aspect of their job. This resistance is usually caused by one of three issues. While making logical product offerings that meet a customer's need reduces the prospect of rejection, the other problem that an effective sales technique requires the ability to overcome minor objections, without appearing to hard-sell the customer. This module will give your team dozens of examples of categorizing and answering objections in a positive light, for current and future sales. A group of cards for recognizing sales opportunities and closing, are included in this \$59 set.

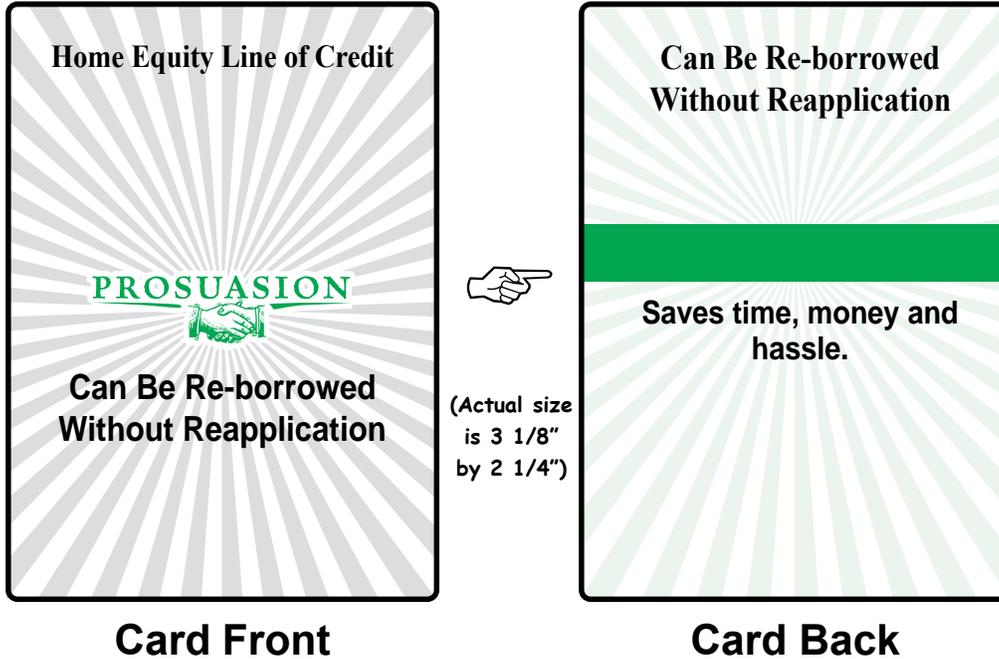


The standard version of this module is packed with many easy to remember dialog examples. Like all Prosuasion modules, this can be customized with text matching your specific needs. Other customizing options include incorporating your product names, logo and contact information.

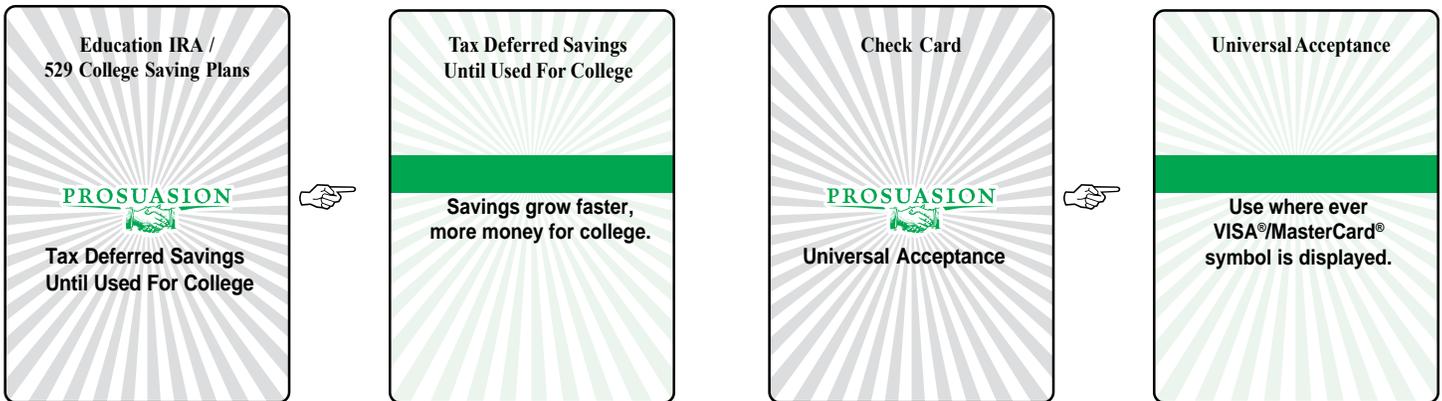


## Products, Features & Benefits Flash Cards:

Each customer is attracted to a product or service for particular reasons. Generally, the benefit that motivates one customer to desire an offering, will be a motivation for other customers. This module breaks down each product and service into multiple features and benefit flash cards. Your team will be able to focus on those benefits that speak to your customer's needs.



The size of this module varies greatly. Our customizing service allow you to tailor this set to highlight many of your unique product features and the benefits that will motivate your customers to respond positively to your team's product offerings. Give your team the skills to offer your products with confidence.



## Active Listening Skills:

To meet your customer's needs, your team needs to be able to hear what is said and respond appropriately. This module, available in either compact disc or cassette, will help sharpen your team's skill at listening to your customers, hearing details, and responding to various sales opportunities. This module helps participants to "think on their feet" and is helpful to staff members at all levels. The listening skills module consists of three exercises, and includes a 64 page workbook. This workbook is designed with the trainer in mind. We allow the Participant Answer Sheets to be photocopied, making this a practical addition to your training library. The following exercises are included in this **\$59** module:

- **Hearing Details** - 39 audio tracks designed to develop skills for hearing what customers say. These short (average 10 seconds) customer comments and requests will test your team's ability to pick out key details, from getting a specific name correct to properly identifying a customer's planned vacation destination.
- **Key Phrases** - This exercise has 59 audio tracks useful for developing an ability to recognize what key words and phrases should prompt staff members to offer a customer some specific product or service. After this exercise, your team will have an improved ability to recognize hot-button keywords and phrases, that point directly to sales opportunities.
- **Product Choices** - This exercise uses the same 59 audio tracks as the Key Phrases exercises. This exercise helps give your team the ability to choose which specific products or services should be offered to customers based on the key words and phrases heard. While we do not customize the audio tracks for these exercises we can easily customize the workbook to reflect your specific product and service offerings. An example is shown below.

1. "Boy, I can't wait until next week when we leave on our vacation cruise."

The Recommended Products and Services (choose 5):

- |   |  |
|---|--|
| <input type="checkbox"/> Checking       | <input type="checkbox"/> Traveler's Checks         |
| <input type="checkbox"/> Savings        | <input type="checkbox"/> Home Equity Loan          |
| <input type="checkbox"/> Credit Card    | <input type="checkbox"/> Automatic Transfers       |
| <input type="checkbox"/> Direct Deposit | <input type="checkbox"/> Foreign Health Insurance  |
| <input type="checkbox"/> Check Card     | <input type="checkbox"/> Foreign Currency Exchange |

## Product Knowledge Flash Cards

We have a streamlined method for converting your lobby brochures, product checklists, and current operations manuals into an effective set of flash cards. In addition to custom written material, we offer our Deal With It questions database as source material for editing as desired.



**Ms. Gardner is thinking of opening an All American Checking account. She asks if all ATM transactions are free. What do you tell her?**

**There is no charge for transactions only at American Bank ATM locations.**

We work hard to make the process very simple for our clients. It is our experience that most clients will keep approximately 85% of the cards 'as is,' though you may make as many edits or add-ons as desired. Once you approve the specific text, we proof these three more times and ready them for your final approval. Production usually begins within 3 days of your go-ahead, with the entire process usually taking less than a month. One popular option is to have us produce add-on cards to keep your sets accurate and up-to-date, as you introduce new products or services.

If you are looking for at least a dozen sets there is no charge for the above mentioned services, nor is there a charge for printing cards in your corporate colors, and including your logo and contact information.



**A business customer has an Small Business Checking account with a daily account balance of \$2,100. What monthly maintenance fee will be assessed to this account?**



**A customer wants to avoid a monthly maintenance fee. He has a \$2,200 personal loan and an Interest Checking account. What is the minimum balance he will need to maintain to avoid the monthly fee?**

(Smaller than the Actual 3 1/8" by 2 1/4" size)

**\$5.00**

**The customer will need to maintain \$2,800 in his Interest Checking account. The sum of his total account and loan balances must equal at least \$5,000 to avoid the monthly maintenance fee.**