



Wake-up! Creating a *True* Sales Culture

Louisiana Credit Union League
2009 Annual Meeting & Convention
July 31, 2009

Facilitated by
Jason Boles, CEO
Fans Created
(800) 433-1541
jason@fanscreated.com
www.fanscreated.com

Louisiana Credit Union League
75th Annual Meeting & Convention

Today's Theme

- What you WILL NOT find here
 - Fluffed-upped materials designed to hide the real, hard to swallow message
- What you WILL find here
 - Open, honest dialogue
 - Professional adult discussion about real issues
 - Ideas to consider and implement

Louisiana Credit Union League
75th Annual Meeting & Convention



Listen Up!

- “I know because I am a customer. In fact, I might have been one of your most loyal customers for many years. But, today I am giving you fair warning...the selling and buying arena has changed.”

- From “Listen Up, Customer Service The Game Has Changed”

Louisiana Credit Union League
75th Annual Meeting & Convention




“Sales” Reality

- You are retail – no different than Macy’s. You just happen to be a credit union
- “Sales” is NOT a bad word!!
- You have always sold at the credit union – you weren’t just giving away the product all these years!
- A successful sales program is member-centric. *How can that be a bad thing?*

Louisiana Credit Union League
75th Annual Meeting & Convention



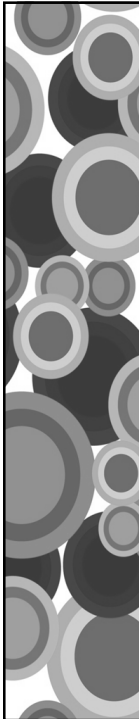
Primary Theme: Change



*It is not the strongest
of the species
that survives,
nor the most intelligent,
it is the one that is
the most adaptable
to change.*

- CHARLES DARWIN

Louisiana Credit Union League
75th Annual Meeting & Convention



What is this thing called selling?

Louisiana Credit Union League
75th Annual Meeting & Convention



Why Sell?

- Selling is the art of matching the right product with the right member
- Selling promotes use of the credit union, therefore supports the cooperative spirit
- Selling builds member loyalty – not the other way around
- Selling keeps you from being the best kept secret – something you can't afford!

Louisiana Credit Union League
75th Annual Meeting & Convention



Why Sell?

- Today's younger member is not as loyal
- Today's consumer uses a great array of financial products and services to satisfy their needs – are you in the game?
- Selling helps distinguish your products and services from those of the competition
- Selling is the last step in the marketing function

Louisiana Credit Union League
75th Annual Meeting & Convention

Why Sell?

- Making your credit union successful now and into the future is YOUR responsibility!



Louisiana Credit Union League
75th Annual Meeting & Convention

Isn't "order taking" better
member service?

Louisiana Credit Union League
75th Annual Meeting & Convention



Order Taking

- “Order taking” is not quality service!
- Members may not know the best product for their specific needs (selling is member education)
- Who are we to keep products secret from members?
- If you are excited and believe in your products – tell anyone that will listen!

Louisiana Credit Union League
75th Annual Meeting & Convention



What Effective Selling IS NOT


- Overselling to the member
- Pushing products on a member who doesn't have a need for the product
- Selling for the sake of selling

Louisiana Credit Union League
75th Annual Meeting & Convention



Ok, let's get real here...

Louisiana Credit Union League
75th Annual Meeting & Convention



What is Effective Selling?

Selling = Service
Service = Selling

Louisiana Credit Union League
75th Annual Meeting & Convention

Service Organizations

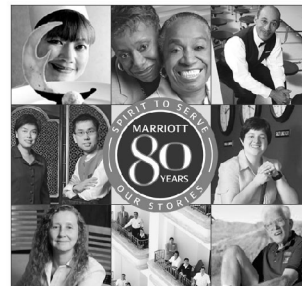
- “Service People are the most important people in the organization. Without them, there is no product, no sale and no profit. Indeed, they are the product.”

J.W. Marriott, Jr.
Chairman
Marriott Corporation

Louisiana Credit Union League
75th Annual Meeting & Convention

Service Organizations

**MIDWEST
AIRLINES**



Marriott

Louisiana Credit Union League
75th Annual Meeting & Convention

Service Organization

Tough Questions (Really!)

- What business are YOU in?
- What makes YOU unique?
- What is YOUR cookie?
- Are YOU better than the competition at delivering service?



Louisiana Credit Union League
75th Annual Meeting & Convention

The Competition

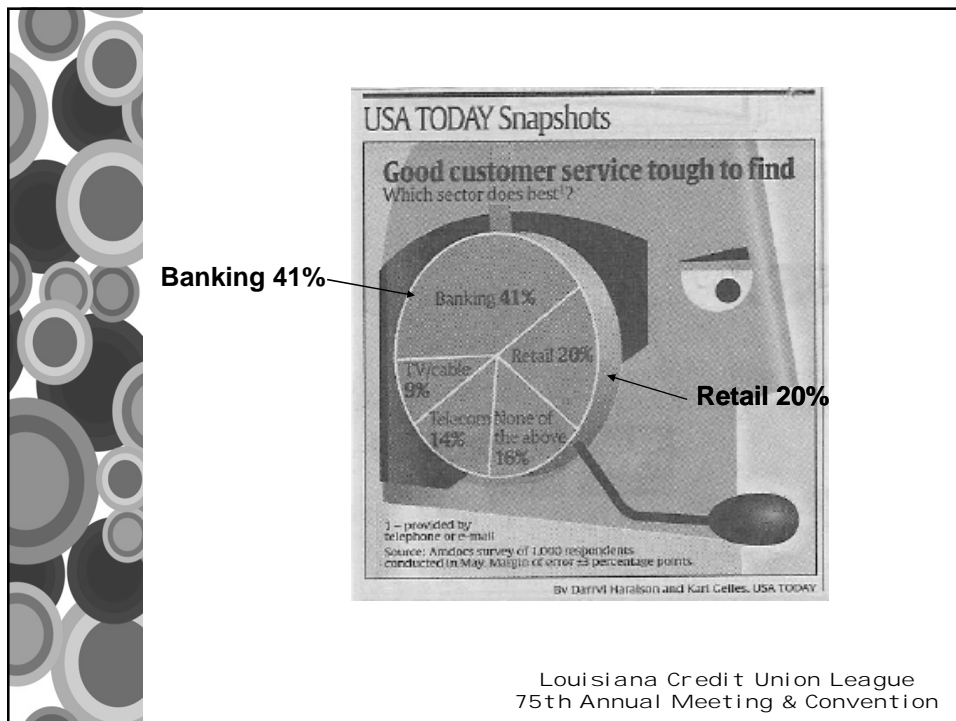
- Banks (traditional)
- Internet banks
- Other credit unions
- Mortgage companies
- Investment firms
- Financial advisors
- Internet lenders
- Peer-to-Peer lenders



Louisiana Credit Union League
75th Annual Meeting & Convention

Are banks really that bad at service? *Think again...*

Louisiana Credit Union League
75th Annual Meeting & Convention



Louisiana Credit Union League
75th Annual Meeting & Convention



Listen Up!

- “Add a little something extra, make my experience enjoyable, and I will spend more money with you.”

- From “Listen Up, Customer Service The Game Has Changed”

Louisiana Credit Union League
75th Annual Meeting & Convention



Why Aren't We Selling?

- Fear of the word “selling”
- Misunderstanding of what selling means
- False belief selling sacrifices the credit union philosophy
- Don't know where to start
- Minimal accountability from top down
- Don't know how to sell (no training)
- *We think we already are!*

Louisiana Credit Union League
75th Annual Meeting & Convention

So, what will it take to get into a true sales culture?

Louisiana Credit Union League
75th Annual Meeting & Convention

Sales Culture Evolution

- Development of a retail sales and service culture is an evolution, not an overnight event



Louisiana Credit Union League
75th Annual Meeting & Convention

What Changes in a Retail Sales Culture

- **Mindset**
 - Everyone, from the top down
- **Job descriptions**
 - Sales, sales support
- **HR practices**
 - Recruiting salespeople
 - Retaining effective salespeople
- **Marketing**
 - Partnering with the sales function
- **Incentive program**
 - Sales incentives
 - Service rewards
- **Accountability**
 - Sales goals
 - Service levels
 - Sales coaching
- **Tracking/measuring**
 - Sales and incentive tracking
- **Retail layout**
 - Branch design/layout


Louisiana Credit Union League
75th Annual Meeting & Convention

Five Components for Success in Sales

1. Plan
2. Prepare
3. People
4. Products
5. Processes




Louisiana Credit Union League
75th Annual Meeting & Convention



Five Components for Success in Sales

- Plan
 - Develop a detailed plan for your entire sales and service culture. All areas should be included (job descriptions, incentive program development/launching, training, technology, tracking methods, etc.) and timelines established
 - Expect the entire process to take between one and three years to fully integrate (depending on your CU's size, etc.)

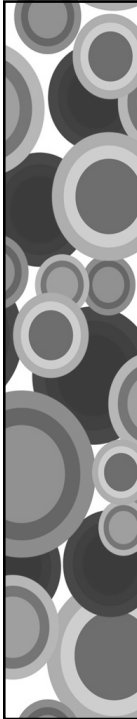
Louisiana Credit Union League
75th Annual Meeting & Convention



Five Components for Success in Sales

- Prepare
 - Training should be included for ALL employees (selling skills, service skills, product knowledge, coaching, etc.)
 - Job descriptions should be revised and each employee should know what their expectations are
 - Ensure you have the technology required for sales tracking and CRM capabilities


Louisiana Credit Union League
75th Annual Meeting & Convention



Five Components for Success in Sales

- People
 - Review organizational chart
 - Identify sales and sales support positions
 - Recruit sales employees for sales positions!
 - Establish internal service expectations for sales support positions
 - Spend as much time developing your sales coaches as you do developing your sales staff

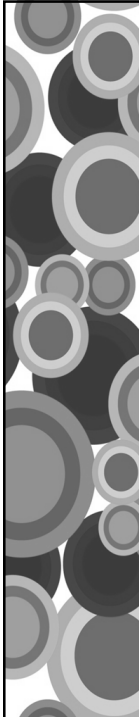
Louisiana Credit Union League
75th Annual Meeting & Convention



Five Components for Success in Sales

- Products
 - This is a good time to review product offerings and their competitiveness (features, rates, product packaging, etc.)
 - Review service offerings (shared branching, technology, etc.)
 - Product training **MUST** take place. You can't sell a product you don't understand

Louisiana Credit Union League
75th Annual Meeting & Convention



Five Components for Success in Sales

- Processes
 - Establish a defined sales and marketing process (product marketing process, front-line sales process, telephone sales process, sales referral process, etc.)
 - Incorporate sales ability, expectations, and accountability into the performance evaluation process

Louisiana Credit Union League
75th Annual Meeting & Convention



Requirements for Success

- Everyone is in sales!
 - Front office salespeople
 - Back office sales support
 - From the top down
- A true commitment **MUST** be made
 - Don't simply throw a coat of paint on it
- Integrate it into everything you do
 - Strategic plan, vision/mission, values
- Make it fun!
 - Hold a kickoff, hold ongoing sales meetings, etc.

Louisiana Credit Union League
75th Annual Meeting & Convention



Thank You!

CONTACT INFORMATION:

jason@fanscreated.com

www.fanscreated.com

(800) 433-1541

Louisiana Credit Union League
75th Annual Meeting & Convention