



Get More Mileage Out of Quick Bites  **EDGE**

• Education • Development • Growth • Essentials

Quick Bite: April 21, 2010 Telephone Ettiquette

11:00 a.m. – 12:00 p.m. EST
Speaker: Kellie Kettelboeter

Today's young credit union members are doing up to 75 percent of their credit union transactions by telephone. Even their parents are taking their in-branch business to the phone lines. In fact, analysts predict that within five years, most routine credit union transactions will be conducted on the phone or online. No wonder a positive telephone presence is rated by managers as one of the most important skills they look for in a member-contact position!

In this 60-minute phone seminar you'll learn how to create a positive telephone presence that will help you establish immediate rapport with members. Moreover, you'll learn how to deliver top-notch service over the phone.

Speaker: Kellie Kettelboeter is one of the country's most sought-after sales and service trainers. During her tenure in the credit union movement, she has trained thousands of employees and has consulted with more than 50 credit union clients, helping them develop and manage a sales and service culture. She brings real world, hands-on experience to her clients having also served as a Branch Manager and as the National Training Director of a large credit union prior to her consulting work. This hands-on familiarity with coaching both frontline and support employees makes her keenly aware of the unique nature of credit unions, and the challenges that they face.

Kelly received her graduate degree in Human Resources and Communication at Elmhurst College. Kelly is a certified trainer in CUNA Mutual's Business Development Sales Training©, Sales Leadership Strategies© and Service Edge Training© (a program focused on Credit Life and Disability sales). In addition, Kelly is certified in Advanced Need Analysis and Web-Based Training from Langevin©.

Location: Via Telephone (11:00 a.m. to 12:00 p.m. EST)

Educational Investment: \$109.00 per telephone connection. *Unlimited Listeners and Free Audio Archive*

*****You must be registered for this session to hear the audio-recorded version and receive handouts.*****

AUDIO ARCHIVE! Can't tune in today? This session will be available on-line for **30** days after activation.

To enroll, you may complete and fax our **General Registration Form** (found on the Web site) or **send an Email to mzelinsky@njcul.org**. Please include Participant Name(s) and Cost to your credit union.

If you have any additional questions, please do not hesitate to contact the Education and Training Department at 609-448-2426 x100.