



Quick Bite: August 24, 2010 How to Out-Sell What Your Competitors Can't

11:00 a.m. – 12:00 p.m. EST

Speaker: Jeff Rendel, CSP

Set aside the platitudes of loyalty, members have a simple list of demands: give me what I want, when I want it, and reward me for it or I'll go somewhere else and get it. In a marketplace that defines all participants as a commodity, it's time for your credit union to become an absolute necessity. Superior members service and lifelong commitment hinges on: thorough knowledge about your members; managing members as investments; rewarding those who choose you most; and, creating campaigns that increase your members' lifetime value to your credit union.

Developing member commitment is much more than conducting satisfaction studies that rarely equal repeat sales or enthusiastic referrals. Commitment involves a systematic process of: understanding the drivers of member acquisition, retention, margin, and profitability; member feedback and knowledge sharing; rewards and measurable loyalty programs; and, turning members into advocates.

Find out precisely what your members want, use that information to generate effective products and services, and watch your members keep coming back for more.

Speaker: Jeff Rendel, CSP, is President of Rising Above Enterprises. He works with financial services' providers that want deeper market penetration, committed customers and engaged, committed workforces. As a former federal regulator with the U.S. Treasury's Office of the Comptroller of the Currency, Jeff examined a wide array of the nation's banks – small, medium and large. He has also been a Congressional lobbyist for financial institutions on the West Coast and brings a wealth of education, knowledge and experience to the platform!

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.