

The Oakland County & MetroEast Chapter of Credit Unions Present:



Your Choice of Two Sales and Service Seminars with Michael Neill

Mike, the President and founder of Michael Neill & Associates, Inc., is one of the most sought after speakers in the Credit Union Movement. For more than 16 years Mike has worked exclusively with credit unions teaching them how to become more profitable through outstanding leadership, management and Member Experience.

<h3>From Service to Experience</h3>	<h3>Developing a Member Experience Culture</h3>
<p><u>2 Days/Locations to Choose From:</u></p> <p>October 29, 9:30am – 12:30pm, Troy MI OR October 30, 1:30 – 4:30pm, Southfield MI</p>	<p><u>2 Days/Locations to Choose From:</u></p> <p>October 29, 1:30pm – 4:30pm, Troy OR October 30, 9:30am – 12:30pm, Southfield</p>
<p><u>Who should attend:</u> All frontline and support area employees and their supervisors!</p>	<p><u>Who should attend:</u> All credit union managers and VPs at all levels & areas</p>
<p>About 1/3 of consumers who say they are satisfied also said they plan to quit doing business with the organization in question. To be successful we must create an outstanding Member Experience at every touch point.</p> <p><u>Attend this session to learn:</u></p> <ul style="list-style-type: none"> • The difference in Member Service & Experience • Critical Behaviors of Employees that create outstanding Member Experience • Living the credit union mission to offer solutions to improve the member’s financial well-being. • Using open questions to determine member needs • Key Benefit Terms • How to Assume the sale to get more “yes” responses • How to overcome member objections • How to make a speedy referral when time is short 	<p>How can credit unions develop a culture that provides a great member experience and engaged employees?</p> <p><u>Attend this session to learn:</u></p> <ul style="list-style-type: none"> • Defining Engagement • The Differences in Engagement and Buy in • Leadership and Coaching Behaviors • The critical infrastructure pieces needed to develop an effective sales and service culture. <p><u>Participants will receive:</u></p> <ol style="list-style-type: none"> 1. A free copy of Mike Neill’s Filene Research, Attributes and Skills Common Among High Performing CU Sales and Service Performers,” 2. A free copy of Mike’s book on management, “Coaching for Maximum Performance.”

COMPLETE AND MAIL THE REGISTRATION FORMS ON PAGE 2 AND 3 TO ATTEND

Credit Union Name: _____

REGISTRATION FOR:

Michael Neill: "From Service to Experience" for frontline/support employees & supervisors

<p>Session #1 October 29, 2014 9:30am – 12:30pm Commercial Alliance 1607 E. Big Beaver Rd, Suite 201 Troy MI 48083</p> <p><u>Attendee Names:</u></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Session #2 October 30, 2014 1:30pm – 4:30pm Michigan First Credit Union 27000 Evergreen Lathrup Village, MI 48076</p> <p><u>Attendee Names:</u></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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Light refreshments will be served.

Limited seats available on a first come, first serve basis!

This is a repeating session – do not register the same attendee for both!

Total No. of Attendees _____ X \$75* = \$ _____ Total amount

(* \$60 per person if three or more attendees from the same credit union).

CU Contact Name: _____ Phone No. _____ Email: _____

Make checks payable to: Oakland County Chapter of Credit Unions

Mail to: Tracy Aloisi, Alliance Catholic Credit Union, 26913 Northwestern Hwy, Suite 520, Southfield MI 48033

PLEASE REGISTER NO LATER THAN WEDNESDAY, OCTOBER 22, 2014

Credit Union Name: _____

REGISTRATION FOR:

Michael Neill: “Developing a Member Experience Culture” for Credit Union Managers/VPs in all areas

<p>Session #1 October 29, 2014 1:30pm – 4:30pm Commercial Alliance 1607 E. Big Beaver Rd, Suite 201 Troy MI 48083</p> <p><u>Attendee Names:</u> _____ _____ _____ _____ _____</p>	<p>Session #2 October 30, 2014 9:30am – 12:30pm Michigan First Credit Union 27000 Evergreen Lathrup Village, MI 48076</p> <p><u>Attendee Names:</u> _____ _____ _____ _____ _____</p>
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