



Oakland County Chapter
of Credit Unions



*The Oakland County Chapter of Credit Unions
Presents:*

Everyone Sells!

Techniques to Improve Selling Value to Your Members

TWO SESSIONS TO PICK FROM!

Wednesday, March 16th, 2016
9:00 AM – Noon OR 1:00 PM – 4:00 PM

Location: Genisys Credit Union
2100 Executive Hills Blvd., Auburn Hills MI 48326

Presented by:

Jenefer Machovina and Lisa Piper-English of CUNA Mutual Group

Listening, asking, and educating are your competitive advantages! They promote effective selling of yourself, the credit union, and the products and services your member needs. Attend this session to learn more about how to continuously sell value to your members. Identify specific behaviors YOU can model so YOU are the differentiator that keeps members coming back to your credit union versus the competition. Construct purposeful questions through awareness and understanding of the member's unique financial situation and needs.

Who should attend?

- Credit union managers
- Senior Management
- VPs, CFOs, CEOs
- Anyone who can benefit from learning the necessary behaviors to sell your credit union value to your members

COMPLETE AND MAIL THE REGISTRATION FORM ON THE NEXT PAGE TO ATTEND



Oakland County Chapter
of Credit Unions



REGISTRATION FOR: **Everyone Sells!**

Wednesday, March 16th, 2016

9:00 AM-Noon

OR

1:00 PM – 4:00 PM

PLEASE CIRCLE YOUR TIME SELECTION

Genisys Credit Union
2100 Executive Hills Blvd.
Auburn Hills MI 48326

Space is limited and will sell out!

**Attendance will be provided on a
first-come, first-serve basis.**

Credit Union Name: _____

Attendee name(s): _____

(If sending more _____

than one, please _____

indicate time _____

next to name) _____

Total No. of Attendees _____ x \$65 (or \$50 for three or more) =
\$ _____ Total amount Due

Questions: Call Jessica Roshek, (248-322-9800 x 1028) or Judi Desilets, (248-584-5224)

Contact Name: _____ Phone No. _____

Make checks payable to: Oakland County Chapter of Credit Unions
Mail to: Tina Dix, OUR Credit Union; 3070 Normandy, Royal Oak, MI 48073

PLEASE REGISTER NO LATER THAN FRIDAY, MARCH 11th, 2016

