



TRAINING AND EDUCATION For BANKING PROFESSIONALS

PROFESSIONAL DEVELOPMENT, in any bank, is essential to growth. A clear consistent approach to CUSTOMER SATISFACTION, SALES, AND RELATIONSHIP BUILDING, is the difference between good banks and great banks. **Great Banks** understand the importance of the **Customers' Idea of Success**. Well-prepared individuals, and banks, are expert at uncovering the customers' idea of success and matching bank products and services.

Service excellence is not a mechanical process. Banking customers require a personal touch, with attention paid to their cognitive needs. If you have trained your staff in the mechanics of serving your customers, it is not enough. The proper way to greet a customer is only a proper greeting. If your staff cannot interpret the meaning behind customer responses, they are unable to fulfill the customers' true need.

NEURAL SCIENCE is the foundation for all ALEXANDER GROUP TRAINING. Our expert, training and related learning tools provide the impetus for a permanent, loyal, profitable customer base. We tailor every face-to-face module to fit your bank, your culture, and achieve your goals. Multi-media delivery, support materials, personal interaction with participants and role-playing make ours an unmatched learning management system with extraordinarily high participant retention. We have twenty-five years experience in applying behavioral science to the financial industry. Alexander Group is expert at effective, hands-on Adult Learning.

A SAMPLE OF OUR BANK SPECIFIC TRAINING TOPICS:

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| • CUSTOMER SERVICE | \$2,000 |
| • NO PRESSURE SALES (*must include RAD marketing & 7Touch) | \$3,000* |
| • NEGOTIATING | \$2,000 |
| • EVENT MARKETING (*must be added to "No Pressure Sales" or "Building and Managing Relationships") | \$1,000* |
| • CROSS SELLING | \$3,000 |
| • BUILDING AND MANAGING RELATIONSHIPS | \$2,000 |
| • DESIGNING EFFECTIVE MANAGEMENT OBJECTIVES | \$4,000 |
| • STRATEGIC PLANNING | \$4,000 |
| • EMPLOYEE ENGAGEMENT | \$2,000 |
| • TACTICAL MARKETING | \$3,000 |
| • LOYALTY MARKETING | \$3,000 |

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