

THE IMPORTANCE OF TRAINING



What is the ONE thing that is important to continue investing in --- even during tough economic times?

ANSWER: Your Employees.

*As described in an article from Bank News June, 2010 issue, **ENGAGEMENT = GROWTH !***

The article supports the idea that engaging your employees is essential to retaining your current customers and attracting new customers.

- *Alexander Group is known for our expertise and experience in helping banks **ENGAGE EMPLOYEES and BUILD CUSTOMER RELATIONSHIPS.***
- *We would very much appreciate an opportunity to explain how our training programs will help you achieve your goals.*

Here are 10 REASONS WHY you & your bank will benefit from choosing to work with AG:

- 1) **Unique Approach:** Our programs are based on behavioral science--thus, they are HIGHLY effective in changing the behavior of your employees
- 2) **Engages Employees:** Our training will motivate and equip your employees -- thus resulting in HIGHER PRODUCTIVITY
- 3) **The Proper Focus & Triggers:** We teach your employees **how** to FOCUS ON THE CUSTOMER'S IDEA OF SUCCESS -- thus, they will become BETTER at building customer relationships that lead to increased sales for the bank (*conversational catalyst, overcoming situational shyness*)
- 4) **Ongoing Positive Results:** Our training STICKS because we customize drivers and employee tools for your bank (immediate & ongoing)
- 5) **Customization:** We make our training RELEVANT and SPECIFIC to your bank and your employees' challenges
- 6) **Expertise & Experience/Proven Track Record:** AG has 25 years of experience creating and implementing successful performance improvement programs and 12 years of applying our knowledge in bank settings
- 7) **Excellent References & Success stories**
- 8) **AFFORDABLE:**-- we want to build a relationship with you and your bank, so we have priced our training accordingly.
- 9) **Measurable results:** With your permission, we will benchmark your Employee & Customer Satisfaction before training, survey each group prior to training to uncover needs, and then measure satisfaction again after training
- 10) **FOLLOW UP:** We can help you in many areas such as tracking & evaluation, strategic planning, management/employee objectives, incentives, etc.

Already have a training provider OR internal trainer?

Consider *the benefit of a trainer that has recently visited over 100 area banks and can truly tell you how your customer service compares*

Consider *the benefit of our behavioral science approach, performance improvement success, customized drivers & tools, and ongoing support*

Consider *how effective it is to CHANGE things up once in a while!*