



Relationship Selling

October 15, 2019 ▪ 9:00am - 5:00pm

Winnsboro State Bank ▪ 3875 Front Street ▪ Winnsboro, LA

This course will teach participants who have regular contact with clients how to focus on the future and current needs of clients. They will learn the essential skills of profiling their clients' needs, building customized solutions for each clients' needs, and identifying the best ways to fulfill their clients' needs based on the products and services available. This is a relationship needs based course. The primary focus is helping the customer with their immediate, near and future financial needs. This course is highly interactive. Audience participation is an essential element of this course. The focus on the client will help the participant understand and gain confidence in building a long term relationship with the client.

Who Will Benefit

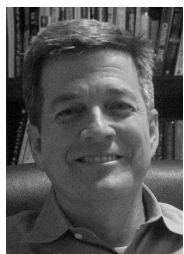
This course is designed for Customer Service Team, Relationship Bankers, Tellers and Customer Contact Team Members.

Registration Fees:

Part 1: \$218.75, per LBA member

Part 1: \$318.75, per nonmember

Workshop Instructor



Jay Toups is the Principal of Retail Management Resources, Inc. a Lafayette based company. His 25+ years of experience includes time spent at First Commerce Corp, Hibernia National Bank, Bank One, and Dixie Savings as a Lender, Branch Manager, Regional Manager, Retail Sales Coordinator, etc. He is currently working with community banks across the Gulf South helping them grow and prosper.



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Registration Form

(For additional registrations, please make copies.)

Registrant 1

Registrant 2

Mr./Mrs./Ms. _____	Mr./Mrs./Ms. _____
Bank _____	Bank _____
Email Address _____	Email Address _____
Branch Street Address _____	Branch Street Address _____
City, State, Zip _____	City, State, Zip _____
Phone _____	Phone _____
Fax _____	Fax _____

Payment Options

Check (Made payable to the Louisiana Bankers Association)
 Visa MasterCard American Express
 Card # _____ Expiration Date _____
 Credit Card Billing address _____
 Name on Card (Please Print) _____
 Signature _____ Amount to be Charged on Card _____

Registration Fee
 \$218.75, per LBA member
 \$318.75, per nonmember

This training will be covered under SBET (Small Business Employee Training Program).
 Please provide an email address on the line below to receive the necessary documentation for reimbursement.

Location

Winnsboro State Bank
 3875 Front Street
 Winnsboro, LA 71295
 318-4357-7535

Submit registration and view rosters in the
 Education Section of LBA's Website,
www.lba.org

Registration Fee

\$218.75, per LBA member
 \$318.75, per non-member

Louisiana Bankers Association
 5555 Bankers Avenue
 Baton Rouge, LA 70808
 225-387-3282
 Fax 225-343-3159