

Experience the three-day online workshop that will transform the way you train employees to sell at your credit union—and amplify product penetration.



### 3 Essential elements that will be covered in the workshop:

1

Employees empowered with the sales mindset, processes and skills needed to sell

2

Competent sales training built for your credit union

3

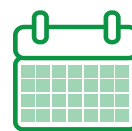
Leadership expertise to coach and mentor their sales teams to peak performance

### Return on Investment:

Assuming the credit union sends three employees for a total investment of \$2,097, the credit union only needs to increase sales in ONE of these categories:

- 13 additional checking accounts
- \$180,000 more in deposits
- \$90,000 more in recaptured loans
- 17 additional assurance products
- 12 additional active credit cards

It's expected each attendee will sell each of the above TWICE in the first year, returning 30x the investment.



### 2024 SCHEDULE:

10:30 am - 3:00 pm (CT)

**Feb 13-15, 2024**

**Mar 12-14, 2024**

**Apr 9-11, 2024**

**May 14-16, 2024**

**Sep 10-12, 2024**

**Oct 1-3, 2024**

Registration closes 11 days before start date

**\*SPECIAL BONUSES: 6 MONTHS ACCESS TO SALESCU'S ONLINE TRAINING COURSES  
& ACCESS TO THE SALESCU COMMUNITY FOR ADDITIONAL CONNECTION & SUPPORT**



**FRONTLINE WORKSHOP:**  
~~\$699~~ **\$474 per attendee**

For all team members who open new accounts, process loan applications



**LEADERSHIP WORKSHOP:**  
~~\$999~~ **\$699 per attendee**

For all senior leaders and leaders of a branch, lending or contact center