

Cross-Selling Deposit Products

SELF-PACED ONLINE COURSE: **ABA ELEARNING** (LENGTH: 2 HOURS)

Price: \$95 members; \$130 non-members

[Member Online Registration](#) / [Non-Member Online Registration](#)

This course is also available at discounted prices under an annual license. A **Learning Extension** is available for this course. Call or email for details.

Participant's Handbook and Trainer's Guide – Tools for in-house training

Handbook: Catalog #3003703; \$47.25 member; \$73.50 non-member

Trainer's Guide: Catalog #3003704; \$95 member; \$135 non-member

Please note: Cross-Selling Deposit Products is printed on demand as ordered. The Handbook and Trainer's Guide may not be returned.

Cross-Selling Deposit Products

Course Description: This course offers logical steps for selling deposit products effectively. The course teaches how to conduct sales interactions with clients, and how to prepare for effective cross-selling to maximize sales of deposit products and ensure client satisfaction. Course exercises provide opportunities to practice cross-selling concepts through realistic client scenarios.

Audience: Any bank personnel in a position to discuss deposit products and services with customers.

Learning Objectives: At the conclusion of the program participants will be able to:

Explain the importance of cross-selling

Describe typical bank products and their features and benefits

Interpret clues and identify customer needs

Cross-sell deposit product solutions that match customer needs

Respond to questions and objections from customers

Close the sale or refer the customer.

The Nebraska Bankers Association is a Local ABA Training Provider.

For More Information Contact:

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