

# Cohen Brown Performance Results Network

## 2020 First Quarter Calendar of Events

**PLEASE NOTE:** All sessions will occur according to the schedule below, unless designated specifically noted by times listed below the description.



**Times of All One-Hour Sessions:** (Unless otherwise noted)

**January 1 – February 29**

8:30 AM – 9:30 AM Pacific Standard Time  
 9:30 AM – 10:30 AM Mountain/Arizona Standard Time  
 10:30 AM – 11:30 AM Central Standard Time  
 11:30 AM – 12:30 PM Eastern Standard Time

**March 8 – March 31**

8:30 AM – 9:30 AM Pacific/Arizona Time  
 9:30 AM – 10:30 AM Mountain Time  
 10:30 AM – 11:30 AM Central Time  
 11:30 AM – 12:30 PM Eastern Time

Process Reinforcement for Sales Leadership

### The Big Five Most Powerful Ways to Use the Big Five



45-Minute Session

January 9

Big Fives are one of the most powerful tools that can be utilized in leadership and management. They allow you to focus on actions that will generate the maximum results. They can also assist your team when providing clients/prospects with the benefits of doing business with your organization. During this session, we will discuss five ways that the Big Five can be used in various situations.

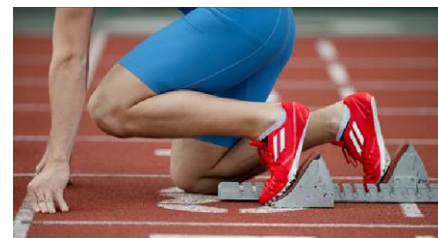
### Focused Performance Meetings: Most Powerful Topics

February 19

This session will focus on developing the five most effective Focused Performance Meeting topics that you can present to your team. During the session, participants will be able to benefit from each other's experiences to create lists of topics that will impact their teams and their teams' focus, while considering market conditions.



### NEW! Stick With Me From Start to Finish



March 12

The Universal Banker allows customers to obtain exceptional service for all their financial needs without the customer being handed-off to another person.

It's important to make sure the banker is well prepared before for the role of a universal banker. The preparation will allow them to be competent, comfortable, and confident, which will project to the customer.

This workshop will discuss this interaction incorporating perfect concepts that seem very simple but must be conducted with consistency. Especially, the language used when they transition from a traditional teller role to that of a banker.



## Recognizing Life Events

January 14

This session will review the eight most common life events, how we discover the events, make gracious comments, ask probing questions, create an interest, consultatively close, and follow up with the client/member concerning the life event?



## The Finer Points of Transition Lines

February 13

Transition lines allow you to make smooth segues from category to category using a benefit you may have heard during a conversational clue. There are times you will transition using a special product or service your organization is offering. Either way, transition lines allow you to begin a deeper conversation into the current and future needs of your client, member, or prospect.

## Taking It to the Next Level

March 19

No matter what you are doing, there comes a time when you are going to want to take things up a notch! The purpose of this session is to enhance your sales success by learning advanced skills and techniques for creating an interest with clients/members and prospects.



# Sessions At-A-Glance

<input type="checkbox"/> The Big Five Most Powerful Ways to Use the Big Five (45 minutes)	Jan	9
<input type="checkbox"/> Recognizing Life Events	Jan	14
<input type="checkbox"/> The Finer Points of Transition Lines	Feb	13

<input type="checkbox"/> Focused Performance Meetings: Most Powerful Topics	Feb	26
<input type="checkbox"/> <i>NEW!</i> Stick With Me From Start to Finish	Mar	12
<input type="checkbox"/> Taking It to the Next Level	Mar	19

*Registrations can be made online one week prior to the session.*

*If you have any questions or comments, please call 330-879-5474.*

*To register for 4th Quarter sessions, click on the REGISTER NOW link beside the individual sessions listed in the 2020 First Quarter Calendar of Events Registration email.*

*Thank you.*

