

# Cohen Brown Performance Results Network 2020 Second Quarter Calendar of Events

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



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

8:30 AM – 9:30 AM Pacific and 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

## Retail Core Process

Process Reinforcement for  
Leadership

### A Shout Out for the Team

**April 7**

Knowing how and when to motivate your team can be a skill that we as leaders sometimes ignore. We let the activities of the day take over, and we take for granted that our team knows we appreciate them. This session will focus on what motivates teams and how to build strength in your team.



### No Complaining Zone 45-Minute Session

**May 12**

Complaining is negative, and negativity causes stress, drains energy, reduces success, and can kill you! Let's talk about how we can create a positive environment that will survive any circumstances.

## Honesty in Coaching

**June 18**

Providing honest feedback to your team ensures that performance levels do not remain stagnant. Constructive feedback is not only right for the employee but is the right thing to do for your clients/members. This session will prepare managers to communicate honestly with their teams as they provide continued coaching.



## Turning Reactive Requests into Proactive Opportunities

**April 16**

One of your objectives is to become more proactive instead of reactive when speaking with your current clients/members or prospects. But doing what is right means never selling one penny of what is not needed and every dollar of what they do need. This is done by asking the questions that will uncover not only current needs but future needs, the known and the unknown needs. This also means learning to associate the benefits (make, save, lend, and protect money, and save time) with the features. We will discuss turning reactive requests into proactive opportunities during this session.



## Scripting for Primed Referrals

**May 27**

This session will allow you to script what you want your referral sources to say when making referrals to you and other banking professionals. The session will also focus on creating the perfect entry line that catches the interest of the client/member/prospect when making the follow-up call after receiving the referral.

## Time Management

**Your Most Valuable Resources:  
Time and People**

**June 4**

Time and again, our clients state that they don't have enough of these valuable resources. We can assist you in leveraging what you do have by ensuring that your time is spent on the most powerful actions that will immediately impact results and service quality. Learn key tactics to maximize your time and energy and to assist you in getting your priorities completed.

## Back by Request!

## Tellers Drive to the Bottom Line

**June 24**

The U.S. Bureau of Labor Statistics reported 472,100 tellers in the workforce for 2018. Tellers are being trained to identify clients/members who might want to buy services. This task requires tellers to learn about the various financial products and services the bank/credit union offers so that they can explain them to clients/members and refer interested clients/members to the appropriate specialist. This session focuses on how to create awareness of these products and services.



# Sessions At-A-Glance

<input type="checkbox"/> A Shout Out for the Team	Apr	7
<input type="checkbox"/> Turning Reactive Requests into Proactive Opportunities	Apr	16
<input type="checkbox"/> No Complaining Zone (45 Minutes)	May	12
<input type="checkbox"/> Scripting for Primed Referrals	May	27

<input type="checkbox"/> Time Management	June	4
<input type="checkbox"/> Honesty In Coaching	June	18
<input type="checkbox"/> <i>Back By Request: Tellers Drive to the Bottom Line</i>	June	24

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

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

*To register for 2nd Quarter sessions, click on the REGISTER NOW link beside the individual sessions listed in the 2020 Second Quarter Calendar of Events Registration email.*

*Thank you.*

