

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

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



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

## October 1–November 1

11:00 AM – 12:00 PM Pacific/Arizona Time  
12:00 PM – 1:00 PM Mountain Time  
1:00 PM – 2:00 PM Central Time  
2:00 PM – 3:00 PM Eastern Time

## November 2–December 31

11:00 AM – 12:00 PM Pacific Standard Time  
12:00 PM – 1:00 PM Mountain/Arizona Standard Time  
1:00 PM – 2:00 PM Central Standard Time  
2:00 PM – 3:00 PM Eastern Standard Time

## Process Reinforcement for Sales Leadership

### Honest Conversations

**October 6**

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.



### Positive Communication for Managers

45-minutes

**November 19**

It is not just what you say, but how you say it that can make a tremendous difference in how your employees and others perceive you. This workshop will discuss how to turn negative phrases into positive phrases so that employees are receptive to decisions, feedback, and information you discuss with them.

### Embedding Teller Product Knowledge

**December 1**

The Cohen Brown Law states,

*“It is never a client’s/ member’s or prospect’s responsibility to ask you, to tell you, or to understand anything about financial services, ever. It is your job to educate them.”*

This session will provide trainers, coaches, sales champions, and branch managers with the methods to embed product knowledge with tellers.



## Commitment to Follow-Up

**October 21**

Following up with your clients/ members/prospects can be one of the biggest sources of business generation and is the center of World-Standard service. The commitment to follow-up is a behavior that must be embedded with each sales and service professional.



## Creating a Differentiation Statement That Goes Beyond Price

**November 4**

There is more to a sales experience than price. Not only do members/clients and prospects want to feel that the price was appropriate, but also that the total experience was pleasurable. It is WAY beyond price: atmosphere, attitude of the employees, the presentation of brochures in a rack, etc. This session will discuss the first impressions of your branches plus those words that create the difference.

## Webinar: Handling the Rate Shopper

45-minutes

**December 17**

Each interaction with a client/member is an opportunity to assist that person with a financial need. Handling the Rate Shopper will focus on how to take this inquiry to an immediate or future sale.



# Sessions At-A-Glance

<input type="checkbox"/> Honest Conversations	Oct	6
<input type="checkbox"/> Commitment to Follow-Up	Oct	21
<input type="checkbox"/> Creating a Differentiating Statement That Goes Beyond Price	Nov	4

<input type="checkbox"/> Positive Communication for Managers (45-minutes)	Nov	19
<input type="checkbox"/> Embedding Teller Product Knowledge	Dec	1
<input type="checkbox"/> <b>Webinar:</b> Handling the Rate Shopper (45-minutes)	Dec	17

*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 Fourth Quarter Calendar of Events Registration email.*

*Thank you.*

