

# EVEN IF YOU ARE ON THE RIGHT TRACK, YOU'LL GET RUN OVER IF YOU JUST SIT THERE!

( Best Practices for Growing Your Membership)

## Michigan Credit Union League 2010 Marketing and Lending Conference

### Presented by:

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# How Good is a Really Good Idea?

Only as Good as the Idea is EFFECTIVELY

P \_\_\_\_\_

I \_\_\_\_\_

M \_\_\_\_\_

M \_\_\_\_\_

R \_\_\_\_\_ and C \_\_\_\_\_

**P** LANNING

**P** ERFORMANCE

**P** RODUCTIVITY

**P** ROFITABILITY

**P** \_\_\_\_\_

**R I G H T**

\_\_\_\_\_

Doing The

**R I G H T things R I G H T**

Providing a Positive DIFFERENTIATING Experience With

**C** \_\_\_\_\_

## **In Our Organization**

**Recruiting, Interviewing, Hiring,  
OnBoarding (Orienting), Developing and Retaining**

**RIGHT Employees to do The RIGHT Things RIGHT  
is CRITICAL to our Success**

\_\_\_\_\_ True

\_\_\_\_\_ False

\_\_\_\_\_ I Don't Know

**Why?**

## Rate The Effectiveness of Your Team in...

- Recruiting
- Interviewing
- Hiring
- On-Boarding
- Developing
- Retaining

(Rank on a scale of 1-10 with 1 lowest and 10 highest)

**Please describe below what a RIGHT Employee is in your organization today...**

# The Right Employee

- Attitude\_
- Beliefs
- Values
- Knowledge, Training, Education
- Skills
- Experience

# Clear Measurable ACCOUNTABILITIES for the RIGHT Employees...

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

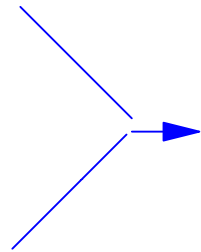
# Managing Member Relationships (MMR)

**R**

**E**

**A**

**C**



Existing Members

New Members

Marketing, Selling & Service

# How does your organization differentiate itself with the NEW/FIRST Time Member?

**A) During the Sales Process through the Point of Sale**

**B) \_\_\_\_\_ Days**

\_\_\_\_\_ **Weeks**

\_\_\_\_\_ **Months**

\_\_\_\_\_ **Months**

\_\_\_\_\_ **Months**

\_\_\_\_\_ **Months (1 year)**

**To Clearly Differentiate our Organization from the Competitors the following COMPETENCIES are Requirements For RIGHT Employees**

**K\_\_\_\_\_**

**S\_\_\_\_\_**

**B\_\_\_\_\_**

**1.**

**1.**

**1.**

**2.**

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**13.**

**13.**

**In our organization is it Critical to Retain-  
Expand Relationships with your Best/Most  
Valued Members?**

- Yes**
- No**
- I Don't Know**

# IDENTIFYING BEST/MOST VALUED MEMBERS

	20% =	154%
	8 - 13% =	100%
	50% =	-0

# A Description/Profile of a Best/Most Valued Member will include at least:

**P** \_ \_ \_ \_ \_

**R** \_ \_ \_ \_ \_

**(Advocates)**

**Depth of:**

**W** \_ \_ \_ \_ \_

**R** \_ \_ \_ \_ \_

**1) within the credit union**

**2) within the circles of influence**

**Is there a clear description or Profile, in writing, of the organization's "Best/Most Valued Members"?**

**Is there a list of names of Best/Most Valued Members who mirror the description of the Profile with each name on the list being assigned to at least three(3) people?**

**Have the three (3) people collaborated to develop a written plan of Retention and Expansion for each name on the Best/Most Valued Members list?**

# Is Your Organization Committed To & Providing Quality MEMBER Service?

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\_\_\_\_\_ **Yes**

\_\_\_\_\_ **No**

\_\_\_\_\_ **I Don't Know**

# Is Your Organization Committed to Quality Member Service?

## **Four Clarifying Questions:**

1. Does your organization have a common definition of Quality Member Service that all employees know and understand?
2. Are there quality standards established credit union-wide and for each department in the organization?
3. Is there planned, on-going measurement of the performance of the quality standards and timely feedback to the employees of the results of the measurement?
4. Is the performance of the quality standards directly linked to the pay of each individual employee through the performance appraisal process?

## **Are REFERRALS from Members...**

- Critical**
- Somewhat Critical**
- Not Critical**

**Why?**

**During 2009 How Many REFERRALS from Members has our organization received?**



is simply

**ALL employees *ACTIVELY* finding ways to *Help* consumers buy what they *NEED* at fair profit to the organization.**

# Employee Referrals

## **Definition:**

**An Employee, in a conversation with a C\_\_\_\_\_, discovers a possible NEED. The organization has products and services to meet the NEED, but the Employee cannot provide them. The Employee's job is to get the Consumer to \_\_\_\_\_ that someone else in the organization can assist them with their NEED.**

# Three PLUS (+) Components of Selling

1. Organization-wide Employee Referrals
  2. Business Development C \_ \_ \_ \_ \_ Process
  3. Profitable Cross-Selling
- + Best/Most Valued Member Referrals

## **Two (2) NEW CRITICAL Issues Your Organization MUST address to Grow-Retain Membership...**

**1) The VIRTUAL Consumer**

**2) The distinct differences between the GENERATIONAL buying habits**



**Banking Industry Group, Inc.**

# Charles E. (Chuck) Wilson

Chuck is Managing Principal of Banking Industry Group, Inc., a company providing on-site Consulting, Education, Training, Speaking, and Coaching Services in all aspects of Customer Relationship Management (CRM) Consultative Selling/Sales and Quality Customer Service Culture, Strategic Planning Facilitation, Board of Directors Effectiveness, and Best Practices in High Performance Banking Organizational Issues.

Chuck has more than thirty years of hands-on Community Banking and Financial Services Industry experience. He recently served as Executive Vice President, Middleburg Financial Corporation, responsible for Consumer Banking and Marketing. He has also been employed with IBM Global Services as Principal, North America Bank Consulting Practice with responsibilities for providing an array of consulting services with Community Banking and Credit Unions under \$10 Billion in assets in the United States, Canada and the Caribbean. Before joining IBM Global Services, Chuck was a Senior Relationship Manager for Sheshunoff Management Services, as a Facilitator in the CEO Affiliation Program and provided consulting services to community banks across the USA. He was Executive Vice President and Director of the Strategic Resources Group of a multi-bank holding company with six (6) community banks in Georgia, Florida, and Tennessee. He also was Senior Vice President with an International Multi-Company Insurance Holding Company.

Chuck holds an undergraduate degree in Marketing and Management from Mercer University, a graduate degree in Organizational Development from the University of Louisville, and a Professional Masters in Banking from Louisiana State University. He is a Faculty Member with SMU Southwest Graduate School of Banking and with LSU Graduate School of Banking. He is also a Facilitator with LSU's Academy of Professional Banking in Scottsdale, Arizona. Chuck is recognized nationally by the Financial Services Industry as a popular speaker at National and State Conventions, Conferences, and Seminars

# QUESTIONS?

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