

# REGISTER NOW!

Register now on our website:  
[https://schoolsofbanking.com/  
general-banking](https://schoolsofbanking.com/general-banking)

## Enrollment Fees

\$1,150 – Single Housing

\$1,100 – Double Housing (if available)

\$1,050 – No Housing

REGISTRATION DEADLINE IS  
MAY 27, 2022!



# NBA

Cosponsored by the Kansas and Nebraska  
Bankers Associations.



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## RELATIONSHIP & BUSINESS DEVELOPMENT SCHOOL

JUNE 28-30, 2022  
BLUEMONT HOTEL  
MANHATTAN, KANSAS

[www.schoolsofbanking.com](http://www.schoolsofbanking.com)

## WHY ATTEND?

If your strategies for success include retaining current customers and expanding their relationships with your bank, in addition to the normal acquisition of new customers, you will need effective leaders to manage the proper culture. The Relationship and Business Development School has been designed to provide bankers with essential information, skills and best practices to build a relationship culture that starts with employee engagement and leads to outstanding customer experiences.

Don't take on the challenge of growing your customer relationships without equipping your team to succeed. It could be the best three-day investment you will ever make. To increase the impact on your organization and corporate culture, encourage several employees to attend.

## WHO SHOULD ATTEND?

Anyone actively involved with attracting and retaining customers, or the leadership of relationship managers should attend this dynamic School. Attendees will receive comprehensive materials for developing and managing a relationship-oriented organization.

This School is ideal for :

- ◆ Branch Managers
- ◆ Business Development Officers
- ◆ Retail and Relationship Managers
- ◆ Loan Officers
- ◆ Universal/Personal Bankers

## FACULTY

### TOM HERSHBERGER

Tom Hershberger is CEO and founder of Cross Financial Group. The company works exclusively in the financial services industry providing support services for business planning, sales development and training, mystery shopping programs, market research and advertising. Tom has experience working with financial institutions ranging in size from \$13 million to \$40 billion in total assets.

### VICKI KRAAI

Vicki Kraai is an educator, speaker, consultant, and owner of InterAction Training. A community banker at heart, she has a passion for developing people for success in the financial services industry. Her banking career began at the family bank in Sutton, NE – a small community bank, serving as a bank teller and eventually becoming CEO. Vicki's many years of banking also include credit card lending and serving as a risk management consultant with Fair, Issac. Bankers value Vicki's highly engaging "been there, done that" approach.

## TOPICS COVERED

- ◆ Leading and managing the customer experience
- ◆ Understanding work and communication styles
- ◆ Managing employees' strengths
- ◆ Proactive discovery of customer needs
- ◆ Making recommendations for financial solutions
- ◆ Effective relationship building strategies
- ◆ Goal setting & performance measurement methods
- ◆ Referral & suggestive selling
- ◆ Reward & recognition strategies
- ◆ Building & developing high performing teams
- ◆ Relationship development & customer experience case studies
- ◆ New ideas to create or redesign existing relationship development activities
- ◆ A network of peers to call on throughout the attendee's career

## ADMISSION

First priority for admission is given to members of sponsoring and partnering State Banking Associations. To register, please register on our website at [www.schoolsofbanking.com](http://www.schoolsofbanking.com) and submit the application form. Your bank will be invoiced for the applicable fee.

This fee includes registration, instruction, two nights lodging (if applicable), breakfasts, lunches, breaks, and all classroom materials. Non-members of their State Banking Association must pay an additional administrative fee of \$525 and are not guaranteed admission.

Registration deadline is May 27th. Housing availability cannot be guaranteed after May 27th. Registrations may be capped to comply with pandemic restrictions, so please register early. Regular cancellation fees are being waived due to the pandemic; however, we may have to charge hard costs incurred (such as printed classroom materials) at time of cancellation.

If a disability or medical condition might affect participation in this event, please enclose a brief letter to Schools of Banking. In addition, please advise us of any special dietary needs.

