

REGISTER NOW!

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

Enrollment Fees

\$1,300 – Single Housing

\$1,250 – Double Housing (if available)

\$1,200 – No Housing

REGISTRATION DEADLINE IS
APRIL 7, 2023!

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NBA

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 Schools
of Banking

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This institution does not discriminate with
regard to race, creed, color, sex, age, religion
or national origin.



RELATIONSHIP & BUSINESS DEVELOPMENT SCHOOL

MAY 9-11, 2023
NEBRASKA BANKERS ASSOCIATION
LINCOLN, NEBRASKA

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 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 \$600 and are not guaranteed admission.

Any registrant enrolling after April 7 may be subject to a \$50 late fee. Housing will be at the Cornhusker Marriott, which is one block from the NBA Office. Housing availability cannot be guaranteed after April 7. Any registrant withdrawing by April 7 will receive a refund minus a \$50 processing fee. Registrants withdrawing April 8 through April 21 will receive a refund minus a \$300 cancellation fee. Registrants withdrawing after April 21 forfeit the entire fee.

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.

