2020 HABERFELD WEBINAR SERIES

Learning at Your Pace. Sessions That Make Sense. Always on Your Schedule.

JAN 15 — *Creating the Buzz!*

Incentives are a great way to get prospective customers and members to choose us! Incentives also play a big part in creating and generating excitement among employees as well. Join us for this webinar where we will showcase different ideas Haberfeld clients have used to create Buzz!

FEB 19 — *Getting Everyone Involved*

An engaged employee is a happy employee! Establishing an engaged team environment requires communication from the top down. This webinar will focus on strategies to better engage employees while also focusing on what employees can actively do to become more engaged with their branch teams.

MAR 18 — *The Importance of First Impressions*

First impressions are lasting impressions. That phrase may soon sound cliché, but it's absolutely true! Prospective customers and members will decide to do business with you within the first few seconds of interacting with you. If they have a good first impression, they will not only choose you, they will stay with you!

APRIL 15 — *The Importance of Asking for Referrals*

Referrals are not just going to happen. We have to earn them! Having good products and good service is only the first step in having a successful referral strategy. Frontline employees must consistently ask for referrals. Join this 30-minute webinar to learn more about earning referrals.

MAY 20 — *Plus One™ Referrals; Digital Platform*

Referrals are earned! Our service levels earn them for us, but we also need tools to maximize this channel. This webinar will provide a unique combination of best practices to earn referrals and tools to harness them. We will explore Haberfeld's Plus One™ online platform; a digital referral platform our clients are using to generate referrals, track and reward employees, and track and reward referring and referred customers and members.

REGISTER AT: www.haberfeld.net/hpcwebinarreg.aspx

JUNE 17 — *Onboarding New Customers and Members*

Financial institutions spend a lot of time and resources marketing to prospective customers and members, but what are we actively doing to keep them once they open their account? Join this 30-minute webinar for best practices in onboarding new customers and members.

JULY 15 — *How to Deal with Difficult Customers and Members*

Banking is a service business. We strive every day to serve and make our customers and members happy, but sometimes, as hard as we try, we still fall short. Join us for this webinar to learn tactics on how to provide exceptional service to even our most difficult customers and members.

AUG 19 — *Business Basics*

Personal, business, or both? Many frontline employees are well versed in the personal checking account lineup, but what about business checking accounts? This webinar will focus on understanding business checking account basics.

SEPT 16 — *Overcoming Objections*

In this webinar we will spend our time discussing why customers and members object to products and services we offer. We will also talk about three steps to keep in mind when handling an objection: Request, Recognize, and Respond with an action plan.

OCT 21 — *Think "Haberfeld First!"*

The best talent is right in front of you! Haberfeld offers a variety of services to help your financial institution grow from within. Join this webinar to learn more about DiSC®, Cultivate™, and PXT Select™.

NOV 18 — *Preparing for an Event*

Events are a great way to create excitement for prospective and current customers and members alike. It also creates excitement for branch employees! This webinar will discuss how events are most successful when marketing, timing, mail, enthusiasm, and incentives are executed together.

DEC 9 — *Preparing Your Branch for 2021*

Every year is a new opportunity to get more customers and members, keep the ones we already have, and build lasting relationships with all of them! Join us for this webinar to learn tips on how to make the most out of your Haberfeld Strategy in 2021.

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