

## Q&A Session for Webinar #14: Motivating, Mentoring, and Making it Happen – Sales Training For Your Member Contact Employees

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Q: Randy - do you recommend running a CBR on ALL new members?

A: Absolutely! But not for the reason(s) one might think. It should be used as an opportunity to steal loan business from your competitors. Train your front end employees in this technique. We become successful by showing the member how we can save them money.

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Q: Do you have any books that you would suggest for the staff to review?

A: I personally like the series by Ken Blanchard. Start with “Who moved my cheese” then “Raving Fans”, then “Gung Ho”. I am also a fan of “Fish” by Steven Lundin.

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Q: What would you advise if there are employees that may not meet expectations in one area, but excel in another area?

A: I would still monitor and review on a monthly basis and hold them accountable for all areas you deem important for your organization. Just because they’re “good with the members”, but cant sell, are they truly good FOR the members?

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Q: I am the Training Specialist for the credit union and we are signed up for the webinar tomorrow with Randy on Motivating our employees. We are having an issue with our supervisors not allowing their staff to take certain days off during the week but then the supervisor takes those days off themselves. We feel this is not an acceptable way to motivate the employees. How do you feel about this? Is this a subject that you may be reviewing in tomorrow's session? I look forward to your response....Thanks!

A: I agree. Hopefully you got the message loud and clear in the webinar. The ONLY effective way of coaching and mentoring is to **lead by example**. Never expect more from your employees than you are willing to do yourselves. Do not tolerate this behavior from your supervisors.