



# GROW



GROWTH • RELATIONSHIPS • OPPORTUNITIES • WINS

The GROW program teaches you to grow your customer relationships by identifying opportunities and offering solutions that win new business and customer loyalty.

## What's in the Program?

Self-Paced Courses  
Live Workshop  
Ongoing Coaching

## Key Topics

Identifying Opportunities  
Making Great Referrals  
Offering Solutions  
Building Relationships

## Relationship Selling

Drive Revenue Through Relationships

## Who should get this certificate?

Bankers or member representatives who are customer-facing and responsible for building relationships and matching the right services to your customers.

## Skills

Communication  
Customer Engagement  
Active Listening  
Relationship Building  
Effective Questioning  
Overcoming Objections



Do you have questions? If so, contact us at [communitybanking.learning@fisglobal.com](mailto:communitybanking.learning@fisglobal.com) or 407.217.0434 for assistance. Thank you!

# GROW Program Options

	PLATINUM <sub>1</sub> \$6,250	GOLD <sub>1</sub> \$4,750	SILVER <sub>2</sub> \$1,500
Self-paced Sessions	✓	✓	✓
FIS Classroom Workshop			✓
Onsite Workshop	✓	✓	
Virtual Coaching Session(s)	3	1	
Customized Coaching Tools	✓		
Virtual Roundtable Sessions	✓	✓	✓



<sup>1</sup> Up to 12 participants in the self-paced sessions and two-day onsite workshop.

<sup>2</sup> One participant in the self-paced sessions and a regularly scheduled two-day open-enrollment workshop.

\* Associated travel and expenses will be billed separately.

## Self-paced Sessions

- **Identifying Opportunities** – Discover how to take advantage of opportunities to engage with others in day-to-day situations.
- **Bridging the Generational Gap** – Learn to communicate effectively across customers spanning many generations.
- **The Referral Process** – Acquire the skills to connect with your customers and provide the right solutions.

## Two-Day Workshop

- **Making the Connection** – Develop communication skills to build rapport with your customers through active listening as well as verbal and nonverbal communication. Each customer is unique. Learn how to recognize and effectively respond to cues in order to build stronger relationships.
- **Now Let's Talk** – Engage customers with effective questions and conversation to establish a bond of trust that will move the relationship forward. Learn the difference between open-ended and closed-ended questions and how to steer a conversation using both. When faced with objections, explore how to clarify and address the concern.
- **Offering the Solution** – Effectively focus on benefits that cater to your customer's needs to provide a personalized solution. Keeping in mind the process doesn't end here, discuss best practices for follow-up and how to continue building the relationship.
- **Coaching for Performance** – Drive long-term performance by building a strategic coaching plan focused on bridging generational divides and identifying and resolving skill gaps.

## Virtual Coaching Session

These virtual sessions will provide additional ideas for fine-tuning your coaching plans and motivating your team towards success through one-on-one sessions with your FIS Coach.

## Customized Coaching Tools

We will help you build custom tools for communicating goals and providing feedback to your team, as well as a method to measure the success of your program.

## Virtual Roundtable Forum

This forum provides an opportunity to discuss successes and challenges in implementing these skills with banking peers and FIS experts. Participants can attend any of our scheduled roundtable sessions to improve and revise their action plan.