

Training and Development

Create a Sales Culture That Consistently
Deepens Relationships and Drives Revenue



As consumers and small businesses continue to embrace digital and online banking, personal interactions have greater significance. Raddon can help you ensure that your employees improve loyalty and revenue growth with every interaction.

A Practical Management Approach

Raddon's professional facilitators deliver training programs and consulting services designed to maximize organizational strengths, growth opportunities and financial performance. Our goal is to help transform your organization's culture to the pinnacle of a service culture with a sales attitude.

We believe that individual behaviors and activities are the foundation of organizational performance, and that high-performance teams adhere to a disciplined set of clearly communicated behaviors specific to each management level, work group and position.

Our process is focused on cultural enhancement implemented using a combination of expert consulting, skill-based training, and management reinforcement activities.

Training Solutions

Our training solutions serve the financial services industry with proven success in delivering measurable results for our clients. Our engaging and interactive approach to learning includes practical tools and class exercises that allow for immediate balanced feedback and refinement.

- **Branch Manager Training** focuses on the performance of branch managers by helping them to become more comfortable communicating results with their teams to clarify expectations, facilitate effective team meetings to develop creative solutions that improve branch results, and lead by holding team members accountable for their activities in a positive and productive manner.
- **Sales & Service Skills Training** focuses on helping managers and employees achieve mastery at relationship building with existing and potential customers. We focus on learning to identify a financial need more effectively, becoming more comfortable asking high-gain questions, and deepening relationships by positioning the right solution for the right need.
- **Financial Product Knowledge Training** provides skill development in team members to impact their ability to resolve problems efficiently and effectively. This training solution offers customized program development including drills cards and skill practice modules.



Raddon has been providing financial institutions with research-based solutions since 1983. Because we work exclusively with financial institutions, we understand the industry and can apply our practical know-how to the unique challenges and opportunities financial institutions face. We combine best practices in research and analysis with consulting and technology solutions to help institutions achieve sustainable growth and improve financial performance.

- **Facilitator Skills Training** provides guided instruction and support for clients to assemble an internal training facilitation team that is fully armed with the skills to deliver ongoing training. This training solution offers customized program development including leader guides and skill practice modules.

Consulting Services

Our senior-level consultants can help you ensure a differentiated strategic foundation, create segmented-specific growth strategies, and align products and service with customer and small business needs. As leading experts in Training and Development for the financial services industry, Raddon Consultants bring industry perspective and scope to your development initiatives.

- Leadership Development Programs can be custom designed to help accelerate your success and ensure strategic vision across your leadership team. We also offer Individual Coaching Sessions, Team Building Events, Aspiring Leader Programs and Board-of-Director Engagements.
- Action Planning Services provide leaders and managers with proven tools and techniques to develop high-impact solutions including a roadmap for transactional deployment. Our skilled facilitators will lead a variety of skill practice activities for any size leadership team.

- Sales Practices Services offer an extensive suite of options based on relevant research and best practices for driving sales growth in the financial services industry. We offer Incentive Plan Services to help institutions stay abreast of audit and compliance regulations, evaluate incentive plans and reward programs, and train managers to coach to performance goals.
- Research Engagements enable your management team and board of directors to think and operate at the highest strategic levels by using data points that identify your organization's strengths and opportunities. We offer a suite of Research Services including:
 - Branch Mystery Shops
 - Employee or Customer Focus Groups
 - 360 Leader Assessments
 - Communication Styles Screening

Connect With Us

For more information about Training and Development from Raddon, please contact us at 800-827-3500 or visit www.raddon.com.

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