



cuStrategies



cuStrategies 2017 Business Development & Marketing Conference

Marketing and Business Development PROVEN Best Practices to help grow your credit union

San Antonio Marriott Riverwalk Hotel – San Antonio, Texas

August 2-4, 2017

Early Registration: \$1,295 Registration Fee (CEO-50% Discount)/Room Rate: \$159.00*

****Early Registration deadline: June 30, 2017***

Registration after June 30, 2017: \$1,995 per person /Room Rate: Current Rate

Celeste C. Cook

CEO and Founder
cuStrategies, LLC
Speaker, Consultant, and
Trainer

Celeste, a credit union strategist and credit score expert, provides an in-depth CSA Lending Underwriting Certification School that will help your staff gain knowledge, techniques, and skills to become a Certified Lending Expert.

Celeste brings to you her experience, expertise, proven strategies, positive energy, and passion!!! Celeste has worked in the Credit union industry for 20+ years and has been a professional speaker for 15+ years.

Overview

2017 Marketing and Business Development Conference

Best Practices/Proven Strategies/Shared Marketing Materials/Testimonials

CEOs, Management, Marketing, Bus Dev Staff, and Branch Managers

- Explore **PROVEN** marketing and business development strategies that have helped credit unions across the nation transform their credit unions for long-term sustainable growth with increased membership, increased loan growth, and member loyalty
- Explore innovative and unique branding and marketing strategies
- Determine the best approach to create greater relevance and value for your members and businesses in your communities
- Identify key marketing strategies that bring immediate growth to your credit union
- Explore how to structure Business Development as a loan-generating department with a focus on increasing loan growth and profitability
- Identify how to establish and track the right metrics for Business Development to get the **RIGHT** results...loans, loans, and more loans!
- Explore Business Development Best Practices
- Identify key strategies to build strong **PARTNERSHIPS** that strengthen **LOYALTY**
- Discover innovative programs **PROVEN** to not only open doors but keep doors open for increased onsite visits (not just benefit fairs)
- Learn how to overcome objections effectively
- Determine effective ways to network—work smarter, not harder!
- Learn how to turn cold calls into appointments and onsite commitments!
- Master the art of communication to build strong relationships/partnerships?

Register Today at www.custrategies.com

**San Antonio Marriot Riverwalk Hotel, 889 East Market Street, San Antonio, TX
Hotel Reservations: 1-877-622-3056 (Reference cuStrategies for Discount Rate)**

For more information contact Celeste Cook: ccook@custrategies.com or 404.783.5898