

## ABA eLearning

# FOR BRANCH MANAGERS

Branch Managers direct the overall branch office including staff administration, customer service, and business and/or community development. They establish performance objectives for deposit and loan products and services, referrals to other business lines, and customer service excellence and coach branch personnel to meet those objectives. Branch managers must have a deep understanding of the bank's retail products and services and exceptional skills in managing and developing branch personnel.

ABA eLearning provides self-paced online courses to improve a branch manager's product knowledge and sales skills. Management and supervision courses lead a branch manager from successful and compliant hiring practices to effective coaching and performance management. Our suite of compliance courses cover the full range of federal regulations that require training both for the branch manager and the employees reporting to them.

### Core Knowledge

- Banking Today
- Consumer Credit Products
- Fundamentals of Consumer Lending
- Fundamentals of Mortgage Lending
- Introduction to Analyzing Financial Statements
- Personal Tax Return Analysis
- Profiling Mortgage Prospects
- Understanding Bank Products

### Sales and Customer Service

- Calling on Small Business Customers
- Credit Products for Small Businesses
- Deposit Products for Small Businesses
- Introduction to Financial Planning Products
- Introduction to Relationship Selling
- Referring Insurance & Annuities Customers
- Referring Mutual Funds & Securities
- Referring Trust Customers
- Relationship Selling to Small Business Customers
- Revitalizing Customer Service
- Servicing and Growing Small Business Relationships

### Workplace Fundamentals

- Business Etiquette
- Dealing Effectively with Co-Workers
- Ethical Issues for Bankers
- Improving Productivity
- Managing Change
- Managing Time at Work
- Meetings that Work
- Presentation Skills
- Sexual Harrassment in the Workplace
- Writing Bank Correspondence

### Management & Leadership

- Coaching for Success
- Hiring the Best
- Managing Employee Relations
- Performance Management
- Rewards and Recognition