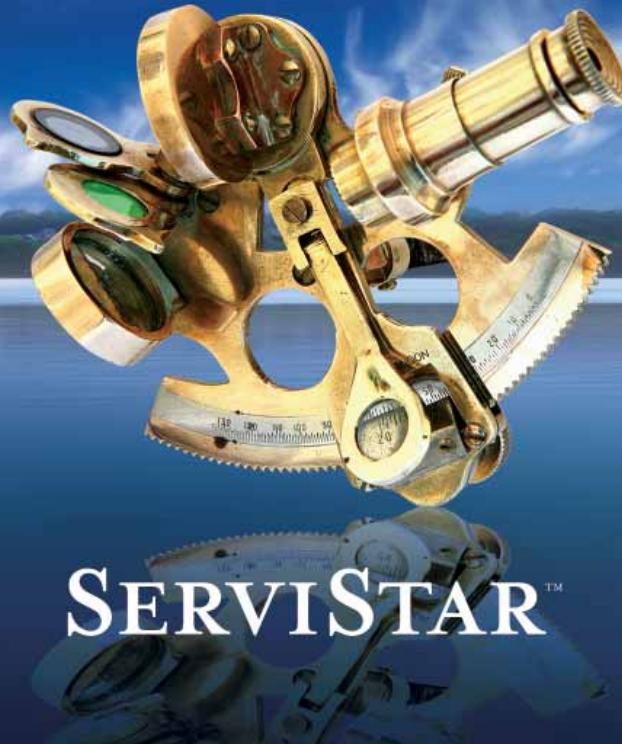


LET THE STARS GUIDE YOUR WAY



Proven Resources Create a Culture of Sales and Service Excellence

No two organizations are alike! That's why MNA's consultants will customize the ServiStar program to meet your specific needs.

Like early explorers who found direction in the stars, innovative companies seek out **new and better ways to fulfill their mission of serving customers**. Successful implementers of change will tell you that organizational growth and culture development requires us to challenge assumptions, stretch beyond the familiar and seek expert guidance from steadfast sources.

That's the premise of **ServiStar™**.

Companies exist to serve, and **delivering on this promise is your most important competitive advantage**. ServiStar's multi-faceted agenda will teach you how to make the most of this distinction, using proven tactics to set—and exceed—ambitious goals for business expansion, product penetration, growth, wallet share and more.

ServiStar's approach looks at sales and service from a variety of perspectives, using a comprehensive blueprint **uniquely tailored to fit your organization's needs and budget**.



The Elements of ServiStar

ServiStar uses an approach to success that involves active participation from every area of the business. Like a puzzle, the many components of this cultural shift come together over time, ultimately transforming your organization from process-centric to service-centric. ServiStar consists of:

■ **Research, Planning and Goal Setting**

Setting an agenda for success that takes into account your existing culture, financial position and strategic objectives.

■ **Service Standards**

Developing service promises to lay the foundation for your ServiStar efforts that will summarize and clarify your organization's commitment.

■ **Product Knowledge**

Educating your employees about your offerings and assessing their knowledge to help them meet customer needs and cross-sell effectively.

■ **Employee Performance**

Aligning position descriptions and performance evaluations with service goals to ensure accountability.

■ **Hiring Systems**

Hiring the right people using pre-employment testing methods and behavioral interviewing techniques to further support success.

■ **Sales Tracking**

Determining the best way to track products, services and sales activities to ensure your staff is efficient at sharing information about the products and services that will improve your customers' lives.

■ **Referral Collateral**

Producing low-cost marketing collateral encourages product referrals and offers sales staff handy references.

■ **Service Measurements**

Assessing internal service among employees and departments, as well as developing quantitative methods to measure service to the customers. Provides invaluable feedback about how well employees are living up to the organization's service standards.

■ **Training for Coaches**

Teaching supervisors at every level how to coach effectively helps them develop into consistent, confident managers whose expectations are aligned with organizational goals.

■ **Recognition Programs**

Acknowledging and rewarding superior sales and service performance enhances morale, aids in skill building and ultimately benefits your customers.

■ **Coaching Development**

Furthering development of coaching skills through specific assignments and continued training helps coaches encourage the sales and service growth of employees.

"I recommend ServiStar to other companies. It keeps the organization accountable and focused."

Cathy Walker-Haass

First VP/Business Development
San Antonio Credit Union
San Antonio
Assets: \$1.9 billion



■ Sales and Service Training

MNA's "train the trainer" program shows you how to present ServiStar materials to staff, ensuring that everyone—including new hires and long-term employees alike—will benefit.

■ New Customer Development

Encouraging sales staff to effectively share information during the sales process puts products and services in front of new customers when they're most receptive to learning about your offerings.

RESOURCES AND SUPPORT

As a ServiStar client, you'll receive unlimited support from the MNA team, plus a host of other benefits, including:

- The information-packed **Service Leader** quarterly e-newsletter.
- No-cost monthly teleconferences with other clients, facilitated by Michael Neill.
- Monthly telephone meetings with MNA's client relations manager to make sure your organization is fully supported.

TAILORED SOLUTIONS

ServiStar is not a "one size fits all" agenda—in fact, **MNA will customize the ideal mix of training, support and technology to meet your needs and budget.** Whether you prefer extensive onsite consulting and leadership training or a supported environment of self-directed learning, **there's a ServiStar format that's just right for you!** Call Mike Neill today at **888.440.0552**, or e-mail **mike@michaelneill.com**, to discuss your options and for a **no-obligation analysis** to determine the best ServiStar format for your credit union.

Visit michaelneill.com to learn more about ServiStar.

"ServiStar has been an invaluable investment for our credit union. Since we began the program we have noticed our internal service as well as our member service improve greatly. We've seen our referral/sale ratio percentages improve, and our product penetration. The MNA team members have always made themselves available to me as well as any one of our coaches. Overall, my experience with ServiStar has more than met my expectations."

Karen Murray

Director of Retail Service & Solutions
Florida Telco Credit Union
Jacksonville, Fla.
Assets: \$370 million



Employee Satisfaction Survey

WHEN YOU LOVE YOUR JOB, IT SHOWS

Successful implementation of Servistar principles rests largely on the attitudes and perceptions of your employees. Job satisfaction and employee morale can have a significant impact on the willingness and ability of your managers and staff to provide exceptional service to your customers. So ask yourself...do your employees find their jobs gratifying and challenging? Is communication in your organization positive and effective? Is there congruence between reality and staff perceptions? Are the values of the organization aligned with the values of your staff?

The *Employee Satisfaction Survey* is an online-based survey and comprehensive reporting tool offering detailed employee views on everything from teamwork to salaries and working conditions to advancement potential.

It's easy and cost-effective to conduct a satisfaction assessment of your entire staff using this proven methodology. **We'll work with you from start to finish**—to customize survey questions, collect data, tabulate results and interpret findings in a comprehensive written and graphical report. Plus, the **entire process can be completed in as little as 30 days**—so you can develop action plans to leverage areas of strength and improve perceived problems without delay.

Let insights from your staff help you develop policies and offer benefits that ensure your organization is viewed as an employer of choice!



Because job satisfaction **encompasses a multitude of tangible and intangible factors**, this innovative service will give your staff the opportunity to offer **detailed, confidential insights and candid feedback** on a variety of key indicators, including:

- **Leadership and Planning**—examines employee confidence in the strategic goals of the organization and the role of senior management in meeting objectives
- **Corporate Culture**—assesses the roles that initiative and quality play in job satisfaction
- **Communication**—looks at the frequency and effectiveness of corporate communications and whether employees trust the messages they receive
- **Career Development**—identifies employee perceptions about advancement opportunities
- **Role and Expectations**—determines how staff view their role in the organization and the degree to which they believe expectations are reasonable and realistic
- **Recognition and Rewards**—looks at whether employees feel recognized, rewarded and fairly compensated for their efforts
- **Teamwork and Cooperation**—examines levels of cohesiveness and the role of office politics
- **Working Conditions**—views of job security, work/life balance and deadlines from the employee perspective
- **Immediate Supervisor**—delivers a detailed analysis about this make-or-break relationship
- **Training**—looks at professional development opportunities and their impact on job satisfaction
- **Pay and Benefits**—allows you to see how staff views their salary, retirement options, health plans and other benefits

With the *Employee Satisfaction Survey*, your employees will receive a secure **online survey** by e-mail that they can complete—quickly and confidentially. Collected data is then analyzed by executive consultant Sarah Prewitt and detailed in a comprehensive final report that includes these multi-faceted components:

- **Professional Analytic Report**—summarizes findings, including an analysis of strengths and areas for improvement with recommendations for action items
- **Quadrant Analysis**—uncovers what employees value and how they rate the organization's performance on those same attributes
- **Cross-Tabulation Report**—reviews results by department as well as by tenure, position, age and gender
- **Comment Coding Report**—develops an insightful summary of candid comments expressed by employees
- **Extensive Charts, Tables and Graphs**—results are clarified graphically for ease of use
- **Comparisons to Normative Data** (where applicable)—allows you to benchmark your results against other organizations

If you really want to know what your employees think about working at your organization—and their opinions on vital topics like leadership, strategy, working conditions, reporting relationships and more—ask them. The *Employee Satisfaction Survey* is the easiest, most cost-effective and meaningful way to ask the important questions. For details, contact **Sarah Prewitt** at **352.348.9201** or e-mail sprewitt@cfl.rr.com.

Visit michaelneill.com for more information.

Meet the MNA Team

Visit
michaelneill.com
to view detailed
biographies.



MICHAEL NEILL

Michael Neill, president, is one of the most sought-after speakers in the credit union movement. His real-world credit union experience means he understands the particular needs and challenges of organizations and knows what it takes to make them successful.



KELLY KETELBOETER

Kelly Ketelboeter, strategic partner, has trained thousands of employees using ServiStar principles. She is well-versed in training, coaching, change management, leadership, team building and more.



MICHELLE HARRISON

Michelle Harrison, vice president of marketing, has more than 15 years' experience in communications and graphic design. Her background includes marketing planning, business development, public relations, product development, market research and more.



JENNIFER KUHN

Jennifer Kuhn, strategic partner, specializes in communication, team-building, leadership development and performance management. Her background lends itself to helping organizations develop their sales and service initiatives.



CONSTANCE ANDERSON

Constance Anderson, strategic partner, is a nationally recognized marketing and sales authority. She is the author of four marketing books, including A Fresh Perspective on CRM, published by CUES.



ROB TOMASINO, CCE

Rob Tomasino, CCE, strategic partner, has nearly 30 years' experience in the credit union movement, having served in a variety of key executive positions. He brings to his role significant real world experience in leadership and business development.



SARAH PREWITT

Sarah Prewitt, marketing consultant, has more than ten years' experience, with expertise in marketing and business development.



TONY HENDRIX

Tony Hendrix, director of communications and client relations, has an extensive background in organizational communications, education and technology.