

Community Bankers Enhance Sales Skills & Win Prizes

In January ICBA Reinsurance (ICBARE) launched a sales skill training program for its customers. For each quarter of 2010, ICBA Reinsurance in conjunction with AEGON, offer a different training module that focuses on sales techniques.

Attendees of the one-hour Web-based sessions are entered into a drawing at the end of each quarter for the chance to win prizes. If these attendees participate

in three of the four sessions they will also receive a Professional Certificate of Achievement noting their participation and accomplishment. Furthermore, at the end of the year, every bank whose employees attended three of the four sessions will be entered into a drawing for the chance to win one of three Grand Prizes.

Last month, ICBA Reinsurance offered the training module, "Telephone Lending—

Saying it with Style." Because community bankers do a lot of their lending over the telephone, this course teaches participants how to overcome the unique obstacles they face and discusses strategies to effectively present the benefits of Payment Protection in an concise way.

If your bank is an ICBA Reinsurance participant and you missed the April training, please call to schedule a make-up session. ■

ON THE WEB: www.icbareinsurance.com

CALL US: (888) 790-6625



FIRST-QUARTER WINNERS

Winners were offered a choice of gift cards from Amazon, Omaha Steaks or L.L. Bean valued at \$100. ICBA Reinsurance is pleased to announce its first-quarter winners:

Bertha Peffer

Clearfield Bank & Trust Co.
PENNSYLVANIA

Larry Bauer

Three Rivers Bank of Montana
MONTANA

Heather Moore

Virginia Community Bank
VIRGINIA

