



Community Bankers Association of Kansas presents...

Tuesday June 22, 2010

Resolving the New Accounts Dilemma: Compliance & Security vs. Sales & Service

Telephone / Webinar scheduled 2:00 - 3:30 pm

The goals are the same: to serve and protect our customers!

It may seem like an old battle: compliance and security versus sales and service. But it doesn't have to be one or the other, because the goals (to serve and protect our customers) are the same! This webinar will examine our customer goals and the compliance and security objectives. What security/compliance tasks must be accomplished for BSA, FACT Act, and other legal issues? How can those goals dove-tail with our need to better serve, and sell to, our customers? Take this opportunity to build your own new-account-interview hybrid and eliminate high-cost conflict in your bank.

HIGHLIGHTS

- A review of compliance tasks and security issues
- Understanding our sales objectives
- Developing a hybrid-model new account interview
- What happens when our organization gets out of balance?
- Building a dynamic frontline

SPEAKER:

Deborah L. Crawford, gettechnical inc.

WHO SHOULD ATTEND: This informative session would best suit new accounts staff, branch managers, branch administration, sales, and compliance personnel.

	<u>TRAINING OPTION</u>	MEMBER	NON-MEMBER
A	Telephone Seminar	\$205	\$275
B	Webinar (audio will be over normal phone lines / visuals over the web)	\$215	\$285
C	Webinar and On-Demand Web Link** Plus receive a FREE CD Rom	\$260	\$330
D	On-Demand Web Link** Plus receive a FREE CD Rom	\$200	\$270

****ON-DEMAND WEB LINK** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within 5 business days following the webinar, you will be provided with a web link that can be viewed anytime 24/7 for the next 6 months. This link will expire 6 months after the live program date. **But there's more . . . AS AN ADDED BONUS, you will also receive a FREE audio/visual CD ROM.*** The CD includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the on-demand link or this "off-the-shelf" training program for those that could not attend the live seminar and for future training. ***CD Rom for PC use only**

<u>CIRCLE OPTION</u>	Choose option above by circling corresponding letter next to seminar choice below. *See "EXAMPLE" Below **Pricing is for each seminar selected / per phone line
A B C D	Resolving the New Accounts Dilemma: Compliance & Security vs. Sales & Service, Tuesday, June 22 "EXAMPLE"
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