

NAME: _____ Month/Day of Birth: ____/____

Organization: _____

Email address: _____ Tel# _____



Develop skills essential to successful management. Hone your knowledge of banking and banking operations. Develop expertise in deposit and loan products, as well as sales management and customer service. Build strong communication skills. Gain insight into effectively managing staff and creating a culture of excellence. Explore techniques to raise the bar for delivering quality customer service.

By completing the ABA Branch Manager Certificate curriculum, you'll strengthen your ability to manage branch office operations.

REQUIRED COURSES:

GRADE	DATE COMPLETED	COURSE	DELIVERY OPTIONS				
			L	W	SP	ILO	GL
		Banking Basics Suite <i>or</i> Principles of Banking <i>or</i> Banking Fundamentals			•		
			•	•		•	•
						•	
		Coaching to Support the Sales Process Suite <i>or</i> Sales Coaching			•		
			•				
		Employment Law <i>or</i> Managing Employee Relations			•		
			•				
		Ethical Issues for Bankers	•		•		
		Fundamentals of Consumer Lending Suite <i>or</i> Fundamentals of Consumer Lending			•		
			•				
		Fundamentals of Small Business Banking Suite <i>or</i> Fundamentals of Small Business Banking			•		
			•				
		Leadership in Action Suite			•		
		Leveraging the Benefits of a Diverse Workforce <i>or</i> Working Together			•		
			•				
		Making the Client Call Suite <i>or</i> Needs-Based Selling (fka Cross-Selling Deposit Products)			•		
			•				

		Management Essentials Suite Or All Six			•		
		Coaching for Success Corrective Action Meetings that Work Rewards and Recognition Hiring the Best Managing Employee Performance	•				
		or Certified Modern Supervisor	•				
		Overcoming Objections Suite			•		
		Presentation Skills Suite or Verbal Communication	•	•			
		or (Certificate in Business Communication may be applied as requirement for Verbal <u>or</u> Written Communication)			•		
		Relationship Sales Suite or Introduction to Relationship Selling	•				
		Sales Planning Suite or Building and Retaining Customer Relationships	•				
		Servicing and Growing Small Business Relationships			•		
		Verbal Communication Suite or Business Telephone Skills	•				
		Why Quality Customer Service Matters Suite or Quality Service	•				•
		Written Communication Suite or Written Communication	•				
		or (Certificate in Business Communication may be applied as requirement for Verbal <u>or</u> Written Communication)	•	•			•
					•		

L= Live W=CFTEA Webcourse SP= Self-paced Online ILO = Instructor-Led Online GL = Guided Learning

PLEASE CONTACT THE CFTEA OFFICE FOR CONFIRMATION OF COMPLETION WHEN APPROACHING COMPLETION OF A CERTIFICATE OR DIPLOMA