



Instructor: Jennie Sobecki

# BRANCH MANAGER BOOTCAMP

Course #: C1017L

Mascoma Bank, 243 Sykes Mountain Avenue, White River Junction, Vermont

**NOVEMBER 5 & 6, 2019 FROM 8:00 AM—5:00PM**

What does your branch have that alternate branch channels don't? The branch has you and your people. As the number of branch transactions continues to fall, banks must reassess the role of the branch manager. Developing the right people, tools, client and sales goals will see results change into a dynamic source of profitability. This exciting, two-day series will focus on the next generation manager who will be leading the transition to client relationship management, and to managing an active advisory environment for the client to achieve financial goals. This next gen manager will be leading this vital transformation.

## course description

**Day One Morning:** Focuses on the foundation skills of a Branch Manager. Managers learn key elements of managing a successful branch—selecting the team, staffing and scheduling, and building the team

**Day One Afternoon:** Focuses on “The Manager’s Role in Building and Leading an Effective Service and Sales Organization.” Managers will learn to plan and direct the team toward an effective business development effort.

**Day Two:** Business Development “Getting Out of the Office”, focuses on the relationship building process to identify how to gain the trust of your client, gain a larger share of wallet, and present solutions that solve your clients’ needs.

Looking for more details? [Visit our website](#) for a detailed course description.

## how to enroll

Enroll online at our website, [CFTEA.org](#) under Business Skills.

## how class works

Course sessions run two consecutive days. Completion of all requirements provide the Branch Manager Bootcamp Certificate.

## tuition

\$699 per participant. Materials and Lunch included.

## withdrawal policy

CFTEA withdrawal policy is outlined within our latest catalog and on our website. Before class begins the enrollment may be transferred to another student with the approval of the student’s employer and the CFTEA office.

**Would you like to see  
this program in your area?**

**[Contact](#) the CFTEA office for pricing and  
scheduling options at a location  
near you.**