



CU Staff Value the Skills & Knowledge Gained from MAP Training

Here's what training participants value about the program ...

Understanding the Member's Situation:

- *Interviewing people about life events brought up many issues I wouldn't have really thought about*
- *Discussing each life event with a small group of people helped me to see other points of view*
- *I learned to dig deeper when exploring a member's needs*
- *My small group made me understand what it's like to be on the other side of a life event situation*
- *The concept of identifying needs based on life events is great – it's easier to listen for needs when the possibilities are "organized"*
- *How to have a natural conversation with members about life changing events that trigger changes in their financial needs*



Gaining Specific Skills:

- *How to listen more effectively to what the member is telling us*
- *Block out preconceived ideas so I don't assume I know what the member is thinking without asking questions*
- *Moving from building rapport in general to asking more specific financial solutions questions*
- *Learning to consider what the logical progression of a member's needs would be during each life event helps me ask the best questions*
- *The worksheets helped us to think through major needs, discovery questions, product solutions and benefit phrases*
- *How to ask questions, listen, address concerns, and match appropriate products rather than sell right away*
- *Learning how to focus on what the member will get, rather than what you will give them*
- *How to state benefits so that they interest each member by tying back to their needs and supporting it with features*



- *Connecting the correct features to the benefit, member situation and need; matching the best product with the need*
- *How to handle a member's concerns after I recommend a product solution*
- *Practicing using the new skills with other people in class and hearing things out loud*
- *The "review" process in each class is very helpful*
- *Phrasing benefits and practicing the new skills just kept getting easier and easier*

Serving Members Better:

- *I'm now able to give more personal service to really help each individual member*
- *Helped me understand what needs a person will go through even though I have not yet experienced a particular life event*
- *I feel more comfortable when talking with our members*
- *It's a whole different way of looking at things, not just listing off features and benefits*
- *It will help me match the right product with their life event*
- *It helps to understand real people and the events in their lives*
- *I can help members understand where they are in a life event, knowing there are different stages in each event and how to help them through it*
- *By gaining detailed insight to particular life events, I can sympathize and help the member*
- *We'll be better able to fit the benefit to the need and make a workable plan that will help the members for years to come*

