



AIB SMALL BUSINESS BANKING CERTIFICATE

NAME _____

DATE _____

The AIB Small Business Certificate is primarily for relationship managers who need the skills to build a relationship-centric sales approach, engage customers to better understand their needs and appropriate solutions, handle objections, plan and execute the perfect sales call, and manage relationships post-sale.

This curriculum provides an approach to building trusted relationships with business banking customers – as a means to both retain and grow your current book of business. And to attract new accounts from business customers of other institutions who may feel their needs are not being fully met. It focuses on the process needed to identify sales prospects and close the deal, and not on making the credit decision.

Required Courses:

You must complete the following courses.

Grade	Course	Delivery Options	
	AIB Banking Today		
	Calling on Small Business Customers		
	Credit Products for Small Businesses		
	Deposit Products and Services for Small Businesses		
	Fundamentals of Small Business Banking		
	Introduction to Analyzing Financial Statements		
	Personal Tax Return Analysis		
	Relationship Selling to Small Business Customers		
	Servicing and Growing Small Business Relationships		
	Small Business Borrowing		
Applicants can purchase all of the required courses for this certificate as a self-paced online curriculum.			

AIB Certificate Code: 30

AIB

Visit www.aba.com/training, call **1-800-BANKERS** or contact your Local ABA Training Provider for more information.