



A Powerful New Training Program for Business Bankers

Effectively train your staff to tap the growing market in small business banking.

In today's market, business banking opportunities are enormous. Consider that:

- Small business is the fastest growing part of the economy
- One in ten Americans is a small business owner
- Small business spending is projected to increase 13% a year for the next five years.

ABA offers a powerful combination of classroom and online content covering Small Business Banking Sales Skills. You can have the following titles taught in-bank. Your associates can access the same content via our self-paced online training, working at their own pace. And you can provide a unique combination of classroom and online instruction.

Every associate who participates will become a more effective representative -- one who knows how to do the right things at the right time to increase your business.

Calling on Small Business Banking Customers

Executing the perfect sales call. Participants discuss different call purposes and plan relationship-building strategies.

Relationship Selling to Small Business Banking Customers

The complete sales cycle, from evaluation to response to objections. Participants apply operating cycle and life stages to determine solutions.

Servicing and Growing Small Business Banking Relationships

Effective protection of bank assets and expansion of customer relationships. Participants learn to monitor post-sale financials, and conduct site visits.

These ABA courses were developed by ABA's instructional design team of former bankers. The program content has been reviewed by both bankers and other industry experts to help your associates leverage today's best practices in banking.

More titles are available as self-paced online training, providing essential knowledge of the small business banking market your associates can access anytime to learn what they need, when they need it.

Fundamentals of Small Business Banking

Background required for successful customer interaction. Includes core business terminology and overview of how business cycles drive demand for products and services.

Credit Products for Small Businesses

Factors that drive credit needs, use of profiling questions, and match of products to specific needs. Covers communication of approvals, counter-offers and declines, plus regulatory review.

For more information, visit www.gabankers.com or call 404-522-1501.



Deposit Products and Services for Small Businesses

An understanding of general and non-credit banking needs. Special emphasis on connecting the need for different bank products to the business life cycle.

Retirement Products for Small Businesses

IRAs, Keoghs, SEP IRAs and Employee Benefit Trusts. Provides tools for making benefit-focused retirement product referrals.

Overview of Financial Statements

A solid foundation for understanding balance sheets, income statements, cash flow statements and tax return forms, and their typical uses in lending.

ABA training is the best way to advance careers, develop talent and improve performance. The sooner you act, the sooner your bank will have a competitive edge in business banking.

Course Title	Classroom Delivery	Self-paced Online
Calling on Small Business Banking Customers	X	X
Credit Products for Small Businesses		X
Deposit Products and Services for Small Businesses		X
Fundamentals of Small Business Banking		X
Overview of Financial Statements		X
Relationship Selling to Small Business Banking Customers	X	X
Retirement Products for Small Businesses		X
Servicing and Growing Small Business Banking Relationships	X	X

For complete course descriptions or more information, visit www.gabankers.com or call 404-522-1501.

