RMA and its Hampton Roads Chapter present...

360° NEGOTIATION SKILLS FOR BANKERS

MARCH 6, 2019 | WILLIAMSBURG, VA

Course Overview

This practical course relies on a variety of training approaches to transfer skills back to the workplace. You will have the opportunity to experience different ways to negotiate with customers, uncover their true needs, cross-sell additional bank services, and build a mutually beneficial relationship. You will also learn solutions that are both tangible and relevant in today's banking environment. This course offers you the unparalleled opportunity to practice hands-on negotiation using real-life problems.

Who will benefit?

Bankers with various backgrounds will benefit, including community bankers, corporate bankers, credit officers, branch bankers, trust officers, and cash managers.

You will:

- Explore techniques for becoming a more skilled negotiator.
- Complete a negotiation style diagnostic instrument to learn about your own preferred negotiation style.
- Learn when it is most appropriate to apply that style in a negotiation, and when to adopt another style to maximize results.
- Practice a systematic process for negotiating with customers.
- Develop your listening and questioning skills for effective client interviews.
- Learn about specific techniques for understanding your customer's needs, exploring alternatives, and reaching an agreement.
- Gain insight into ways you can position your bank more successfully and identify a path forward.
- Evaluate how you can present your credit most effectively in the approval process.
- Learn specific steps to take to overcome seven difficult negotiating tactics.

Prerequisites

This course requires at least one to two years of banking experience.

Precourse Materials

Once you register, you will receive a confirmation email with a link to download precourse materials that must be completed prior to attending the course. Please contact Customer Care, 1-800-677-7621 or registrar@rmahq.org if you do not receive the email within one business day.

Credit Risk Certification: 8 CEUs (each)

NASBA: 8 CPE Hours (each)

IT'S SMART TO BE AN ASSOCIATE MEMBER.

RMA **Associate Members** enjoy **preferred pricing** on all chapter cosponsored open enrollment courses.

JOIN. ENGAGE. LEAD.

THE RISK MANAGEMENT ASSOCIATION

360° Negotiation Skills for Bankers

March 6, 2019 | Williamsburg, VA | Event # 320653-19

Registration Fee (All prices in U.S. dollars)
- Associate members: $355
- Nonassociates from member institutions/ professional members: $495
- Nonmembers: $745

Promotional Code: CHP

❑ Mr. ❑ Ms. ❑ Mrs.

First name ______________________ M.I. _____ Last name __________________________

Nickname (for badge) ______________ Title ______________________________________

Institution ____

Mailing address ____

City _________________________ State/province _______ Zip/postal code _____________

Country _____________________ **Attention Canadian registrants:** Please be advised that remittance of GST tax is your responsibility. RMA is not required by law to register and collect GST taxes in Canada.

Phone # _____________________ Email _______________________________________

Billing Information ❑ Same as above

Name ______________________________ Institution ___________________________

Phone ______________________________ Email _______________________________

Address ____

City ____

State/province _______ Zip/postal code _______ Country _________________________

Cancellation and Transfer Policies*

Cancellations: A full refund of course registration fees will be issued for cancellations received 15 or more business days prior to the event start date; 50% if cancelled 6-14 business days prior, and no refund for 5 or fewer days. If you fail to attend the event, you forfeit the entire fee. In the event the course is cancelled by RMA, you will receive a full refund for registration fees. However, RMA does not assume responsibility for any other expenses, including the purchase of airline tickets, incurred by you in connection with attending the event.

Transfers: You may transfer one time to a new date up to five or more business days prior to the event. If you are unable to attend a similar event within one year from the original registration date, you forfeit the entire registration fee.

Please note: Written (fax 215-446-4100 or email registrar@rmahq.org) cancellation is required to process all refunds and transfers.

Please choose your discipline. Check all that apply:

❑ Enterprise risk
❑ Credit risk
❑ Market risk
❑ Operational risk
❑ Regulatory compliance
❑ Securities lending
❑ Not in a risk discipline

Use our tailored email alerts to keep informed in your area of interest, which you can update below:

❑ **Annual Statement Studies**

❑ **Enterprise Risk Management**
- ❑ Institutions with assets up to $10 Billion
- ❑ Institutions with assets between $10 and $50 Billion
- ❑ Institutions with assets of $50 billion and up

❑ **Credit Risk Management**
- ❑ Credit and Lending Training
- ❑ Agricultural Lending
- ❑ Consumer Banking
- ❑ Commercial Real Estate
- ❑ Credit Department/Portfolio Management
- ❑ Healthcare Lending
- ❑ Loan Review/Audit
- ❑ Loan Operations

❑ **Operational Risk Management**
- ❑ Institutions with assets up to $10 Billion
- ❑ Institutions with assets between $10 and $50 Billion
- ❑ Institutions with assets of $50 billion and up

❑ **Market Risk Management**
- ❑ Institutions with assets between $10 and $50 Billion
- ❑ Institutions with assets between $50 and $180 Billion
- ❑ Institutions with assets of $180 billion and up

❑ **Regulatory Compliance**

❑ **Securities Lending**

Five ways to register

Web: www.rmahq.org / Phone: 800-677-7621 / Fax: 215-446-4100
Email: registrar@rmahq.org / Mail: RMA, Lbx 1140-PO Box 8500, Philadelphia, PA 19178-1140

❑ Check enclosed ❑ VISA ❑ MasterCard ❑ AMEX ❑ Diners Club ❑ Discover

Credit Card number _____________________________ Exp. date _______________

Signature ____

I understand my signature authorizes The Risk Management Association to charge my credit card for this purchase.

This section must be filled out in order to properly process your registration.

Which best describes your job function? Please check all that apply.

❑ Auditor
❑ Business Line Operational Risk Manager
❑ CEO/President
❑ Chief Credit Officer
❑ Chief Risk Officer
❑ COO
❑ Chief Operational Risk Officer
❑ Chief Information Officer/Director IT
❑ Chief Regulatory Affairs Officer
❑ CFO/Finance
❑ Chief/Senior Lender
❑ Compliance Officer/Manager
❑ Corporate Operational Risk Manager
❑ CPA/Attorney/Appraiser
❑ Credit Administration/Department
❑ Credit Policy Officer
❑ Dean/Professor/Teaching Assistant
❑ Government Agency
❑ Human Resources/Training Director
❑ Insurance
❑ IT Manager
❑ Legal Counsel
❑ Loan Review/Administration
❑ Market Risk Officer
❑ Nonbank/Nonfinancial
❑ Portfolio Management Officer
❑ Regulator/Examiner
❑ Relationship Manager/Lender
❑ Risk Management Officer
❑ Secretary/Admin. Assistant
❑ Securities Lending
❑ Securities Trader
❑ Student
❑ Underwriter/Analyst
❑ University/Librarian

Which best describes your area of specialty? Please check all that apply.

❑ Agricultural Lending
❑ Audit
❑ Commercial Banking
❑ Consumer/Retail Banking
❑ Corporate Office
❑ Credit Department
❑ Credit Risk
❑ Custody
❑ Enterprise Risk
❑ Finance Function
❑ Funds Management
❑ Health Care
❑ International/Global Banking
❑ Investment Banking
❑ IT
❑ Legal
❑ Life/Health Insurance
❑ Market Risk
❑ Nonbank/Nonfinancial Institution
❑ Nonprofit/University
❑ Operational Risk
❑ Operations
❑ P&C Insurance
❑ Private Banking/Wealth Management
❑ Real Estate Lending
❑ Sales and Marketing
❑ Securities Lending
❑ Securities or Fixed-Income Trading

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