Pre-Launch Training

powered by **BaZing**

Training is one of the most critical components of the launch process. We're excited to provide thorough sessions that are educational, engaging, interactive, and entertaining!

We'll make sure that the first impression of your new retail product line leaves a positive impression with your employees — one that will help them look forward to having engaging conversations with your customers/members — then cover all the why, what, how, and when questions over two to two-and-a-half hours.

Your employees will leave armed with knowledge, high energy, and equipped for success!

Training Purpose and Takeaways:

- **Education:** Learn how the new retail line aligns with your financial institution's goals and objectives. See how the product will benefit your customer/member, employee, and your Bank/CU. Discuss how the new retail line-up positively impacts your customers/members.
- **Demonstration:** Watch how our simple, easy-to-understand mobile app puts savings, convenience, and security in the palm of your hand, creating positive customer/member experiences.
- **Engagement:** Training sessions will offer an insightful look into the world we live in and how we can apply modern technology and engaging conversations with our customers/ members to meet all of their financial lifestyle needs.
- **Tools:** Equip employees with knowledge, a state-of-the-art mobile app, online website, continuing education, and development to enhance product performance as well as with the employee experience. We're sharing that stories matter and that positive engagement counts!

Training Questions:

1. How do you currently train your frontline staff?
2. How often do you hold training sessions on product knowledge and sales training?
3. How do you currently announce new product launches and changes?
4. What delivery channel(s) do you currently use to reinforce the training that has occurred?
5. How do you gather together for on-site training?
6. How many attendees are in your sessions? Minimum? Maximum?
7. Do you have a full-time training department?
8. How many trainers do you have on staff?
9. What materials do you utilize in training?
10. How many representatives do you have in your call center?