

1 WELCOME

2 WIN, WIN, WIN

3 EXPLAIN THE TRAINING KIT

4 COMMIT TO MEMORY

These will be the most important takeaways from our session today:

- **CONSUMERS BUY BENEFITS**
- **SAVE MONEY**
- **SAVE TIME**
- **SECURITY, PROTECTION, PEACE OF MIND**
- **STORIES MATTER**
- **STORIES OPEN THE CONVERSATION**
- **STORIES ENGAGE, EXCITE, EDUCATE**
- **PATH TO FREE**

5 VALUE OF MEMBERSHIPS/SUBSCRIPTIONS IN TODAY'S WORLD

6 WALKTHROUGH YOUR NEW RETAIL LINEUP

7 BENEFITS REFERENCE GUIDE

8 MOBILE APP DEMO | ONLINE SCREENSHOTS

Questions?

9 ACTIVATION

This is a simple process with easy-to-follow steps.

Questions?

10 ACCOUNT SIMPLIFICATION

Why are we simplifying our account lineup? What exactly will happen? When? How will our customers or members receive the news (and react to it)?

Questions?

11 THE CUSTOMER OR MEMBER EXPERIENCE

Educate your customers or members by following the same process every time.

- **ASK QUESTIONS:** Trust your product knowledge and focus on the benefits.
- **SHARE STORIES:** Listen for your customer's or member's reaction and take action.
- **RECOMMEND AN ACCOUNT:** "This is the account I have and love. Try it!" or "This is our best account!"

12 PRACTICE MAKES PERFECT

Work on these skills with your branch teammates.

"It is better to have something and not use it than not have it and need it!"