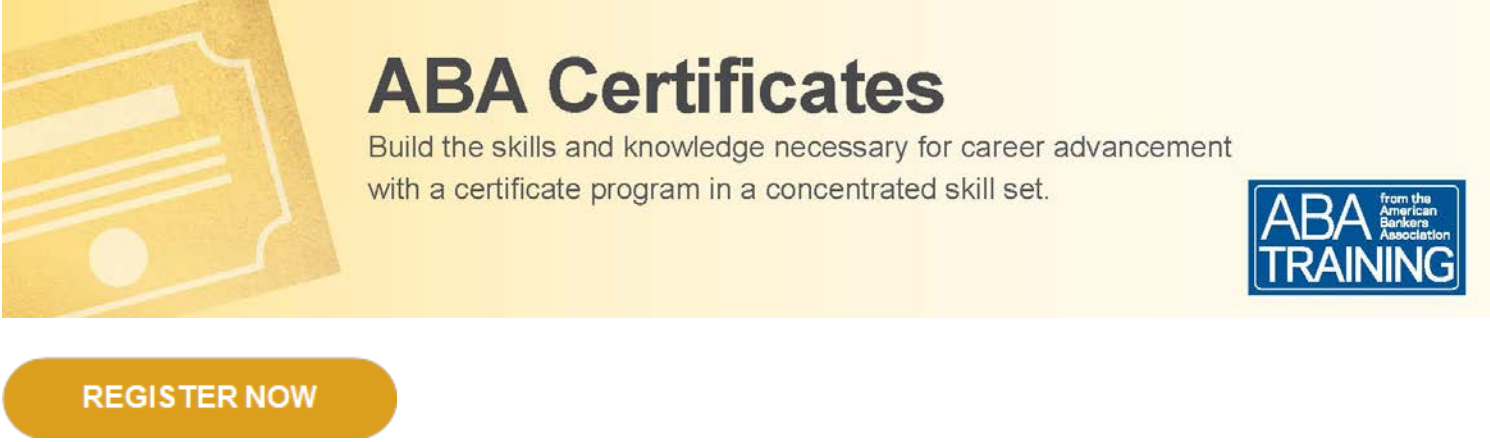


Graphics	 <p>ABA Certificates Build the skills and knowledge necessary for career advancement with a certificate program in a concentrated skill set.</p> <p>ABA TRAINING from the American Bankers Association</p> <p>REGISTER NOW</p>
Email Subject Line	<p>Discover ABA's Retail Banking Certificates!</p>
Body Text	<p>Personal Banker Certificate Member Price: \$795 Develop essential skills for providing full-service banking. Build broad product knowledge and an understanding of the different types of retail deposit and loan products. Gain insight into how to offer the appropriate credit, deposit, and other banking services to meet customer needs and expectations. Learn best practices for cultivating customer relationships.</p> <p>Member Deep Link: https://content.aba.com/Search/Default.aspx?Member=m&Query=ABA%20Personal%20Banker%20Certificate&TP=calbankers</p> <p>Included Courses:</p> <ul style="list-style-type: none"> • Banking Basics Suite (12 courses) • Communication Basics Suite (3 courses) • Effective Referrals Suite (2 courses + 1 exercise) • Ethical Issues for Bankers • Fundamentals of Consumer Lending Suite (2 courses)

- Fundamentals of Small Business Banking Suite **(2 courses)**
- Introduction to Analyzing Financial Statements
- Making the Client Call Suite **(3 courses + 1 exercise)**
- Managing Time at Work
- Online Communication Suite **(2 courses)**
- Overcoming Objections Suite **(3 courses + 1 exercise)**
- Relationship Sales Suite **(2 courses + 1 exercise)**
- Sales Planning Suite **(3 courses + 1 exercise)**
- Understanding Business Bank Products Suite **(4 courses)**
- Understanding Consumer Bank Products Suite **(8 courses)**
- Verbal Communication Suite **(3 courses)**
- Written Communication Suite **(3 courses)**

Professional Certifications: 1.5 CAFP, CRCM; 1.25 CFMP, CSOP; 1 CCTS, CISP, CRSP, CTFA

The estimated time to complete these 55 courses and exercises is approximately 13.5 hours. Students have access to the curriculum for 1 year from date of purchase.

Universal Banker Certificate

Member Price: \$795

Develop the key skills for catering to a new customer mindset. Explore multiple ways to fulfill customers' sales, service, and referral needs as their single point-of-contact. Master cash handling and basic transactional skills. Perfect product and service sales skills. Discover ways to build relationships and create referrals to other lines of business.

Member Deep Link:

<https://content.aba.com/Search/Default.aspx?Member=m&Query=ABA%20Universal%20Banker%20Certificate&TP=calbankers>

Included Courses:

- Banking Basics Suite **(12 courses)**
- Communication Basics Suite **(3 courses)**
- Dealing Effectively with Co-workers
- Effective Meetings
- Ethical Issues for Bankers
- Managing Change
- Online Communication Suite **(2 courses)**
- Overcoming Objections Suite **(3 courses + 1 exercise)**

	<ul style="list-style-type: none"> • Presentation Skills Suite (4 courses) • Relationship Sales Suite (2 courses + 1 exercise) • Verbal Communication Suite (3 courses) • Why Quality Customer Service Matters Suite (5 courses + 1 exercise) • Written Communication Suite (3 courses) <p>Professional Certifications: 1.5 CAFP, CRCM; 1.25 CFMP, CSOP; 1 CCTS, CISP, CRSP, CTFA</p> <p>The estimated time to complete these 44 courses and exercises is approximately 9.5 hours. Students have access to the curriculum for 1 year from date of purchase</p>
Supplement Text	<p>ABA certificate programs build the skills necessary for career advancement.</p> <p>Through a prescribed course of study, certificates provide practical, tailored knowledge specific to a job role in the bank.</p> <p>Programs are continually reevaluated and refined to meet current needs and changes in the industry.</p>
View All Certificates	<p>http://latp.aba.com/?tp=calbankers&course=certificates</p>