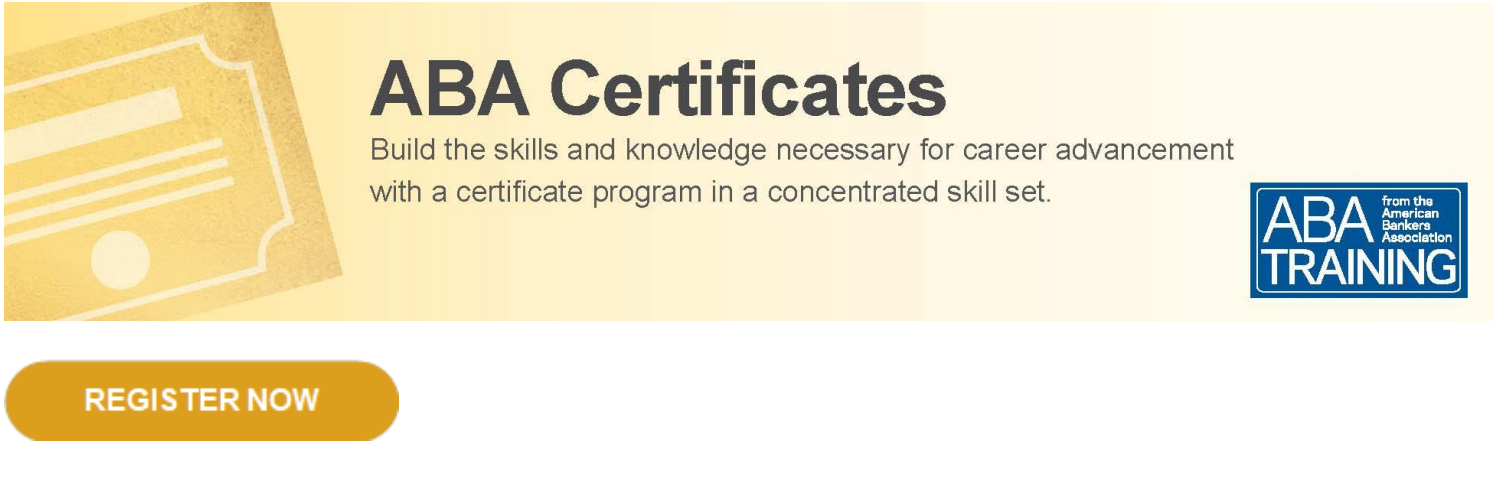


Graphics	 <p>ABA Certificates Build the skills and knowledge necessary for career advancement with a certificate program in a concentrated skill set.</p> <p>REGISTER NOW</p> <p>ABA TRAINING from the American Bankers Association</p>
Email Subject Line	<p>ABA’s Retail Banking Certificates for Leadership Staff!</p>
Body Text	<p>Supervisor/Team Leader Certificate Member Price: \$895 Develop skills critical for becoming a well-rounded leader – whether with or without direct reports. Build communication skills for a variety of situations: including: collaboration, coaching, motivation, recognition, and corrective action. Gain insight into better managing employee relations and fostering open communication among staff members. Explore ways to interview, evaluate, and select employees while being mindful of legal considerations. Discover ways to manage the change process and communicate changes with stakeholders.</p> <p>Member Deep Link: https://content.aba.com/Search/Default.aspx?Member=m&Query=ABA%20Supervisor%20Team%20Leader%20Certificate&TP=calbankers</p> <p>Included Courses:</p> <ul style="list-style-type: none"> • Banking Basics Suite (12 courses) • Building Collaborative Teams • Communication Basics Suite (3 courses)

- Employment Law
- Empowerment
- Ethical Issues for Bankers
- Leveraging the Benefits of a Diverse Workforce
- Management Essentials Suite **(6 courses)**
- Managing Change
- Online Communication Suite **(2 courses)**
- Presentation Skills Suite **(4 courses)**
- Verbal Communication Suite **(3 courses)**
- Why Quality Customer Service Matters Suite **(5 courses + 1 exercise)**
- 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 45 courses and exercises is approximately 9.5 hours. Students have access to the curriculum for 1 year from date of purchase.

Branch Manager Certificate

Member Price: \$1,295

Develop skills essential to successful management. Hone your knowledge of banking and banking operations. Develop expertise in deposit and loan products, as well as sales management and customer service. Build strong communication skills. Gain insight into effectively managing staff and creating a culture of excellence. Explore techniques to raise the bar for delivering quality customer service.

Member Deep Link:

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

Included Courses:

- Banking Basics Suite **(12 courses)**
- Coaching to Support the Sales Process Suite **(3 courses + 1 exercise)**
- Employment Law
- Ethical Issues for Bankers
- Fundamentals of Consumer Lending Suite **(2 courses)**
- Fundamentals of Small Business Banking Suite **(2 courses)**
- Growing Small Business Relationships Suite **(2 courses + 1 exercise)**
- Leadership in Action Suite **(5 courses)**
- Leveraging the Benefits of a Diverse Workforce

	<ul style="list-style-type: none"> • Making the Client Call Suite (3 courses + 1 exercise) • Management Essentials Suite (6 courses) • Overcoming Objections Suite (3 courses + 1 exercise) • Presentation Skills Suite (4 courses) • Relationship Sales Suite (2 courses + 1 exercise) • Sales Planning Suite (3 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: 1.75 CFMP; 1.5 CAFP, CRCM; 1.25 CSOP; 1.0 CCTS, CISP, CRSP, CTFA</p> <p>The estimated time to complete these 66 courses and exercises is approximately 14 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>