

*Florida Credit Union League
2008 Annual Convention & Exposition – June 13, 2008
Orlando, FL*

***Your Members' Experience –
Will it Win, Woo, or Worry?***



Jeff Rendel, CSP – President



1. Before they enter.

a. Listening, formally, to your members.

- i. Facts.
- ii. Examples.
- iii. To Do:

b. Seamless marketing and operations.

- i. Facts.
- ii. Examples.
- iii. To Do:

c. Daily execution.

- i. Facts.
- ii. Examples.

iii. To Do:

d. Making the complex manageable.

i. Facts.

ii. Examples.

iii. To Do:

2. While they're around.

a. Job commitment precedes member commitment.

i. Facts.

ii. Examples.

iii. To Do:

b. What do members value most?

i. Facts.

ii. Examples.



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iii. To Do:

c. What builds member commitment most?

i. Facts.

ii. Examples.

iii. To Do:

d. Being an advocate for your members.

i. Facts.

ii. Examples.

iii. To Do:

3. After they leave.

a. Are your members advocates for you?

i. Facts.

ii. Examples.



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iii. To Do:

b. Have you followed up on chances to win, woo, or worry?

i. Facts.

ii. Examples.

iii. To Do:

c. Do they have a reason to come back?

i. Facts.

ii. Examples.

iii. To Do:

d. Is “The Ultimate Question” your final question?

i. Facts.

ii. Examples.

iii. To Do:

