



WASHINGTON BANKERS ASSOCIATION

Negotiation Skill Building: Improve The Bank's Business Development Efforts August 27, 2014

Today's competitive environment requires the banker to be able to negotiate in various, sometimes abstract situations – all at once! Attend this “interactive” seminar and learn to ask for the business and actually close the deal! This seminar will emphasize negotiation skill building, effective communications, telephone techniques, and the negotiation process in order to improve the bank's “business development” efforts. The related concepts of technical skill set and management styles will also be displayed. Additionally, the session will cover the importance of the “human” side of negotiations including “empathy”, “ego”, and “needs.” Throughout the session, business development “case studies” including “role-playing” exercises will be presented in order to reinforce the concepts.

Course Objectives:

- Negotiation Skill Building
- Telephone Techniques
- The Negotiation Process
- Improving the Bank's Business Development Efforts
- Technical Skill Set and Management Styles
- The “Human” side of Negotiations
- Business Development “Case Studies”

About the Instructor

David Osburn is the founder and managing member of Osburn & Associates LLC. His background includes over 27 years in banking, finance, and marketing. His bank commercial lending credentials include comprehensive loan underwriting, management, customer development, and loan work-out experience

Date/Time:

August 27, 2014 9am - 4pm

Cost:

WBA/OBA Members: \$325, \$375 after August 11
Non-Members: \$650, \$750 after August 11

Location:

Washington Bankers Association
1601 Fifth Avenue, Suite 1120, Seattle, WA 98101

Registrant Information *(copy for more than one registrant)*

Name _____ Title _____

Company _____

Address _____ City/ST/Zip _____

Email _____ Phone _____

Registration Total Cost \$ _____

Payment Information

Please charge my VISA/MC Check is enclosed

Card Number _____ Exp Date _____

Billing Address _____ City/ST/Zip _____

Name on Card _____ Signature _____

Please Send Invoice to Attention of: _____

Make check out and send registration information to:
Washington Bankers Association, 1601 Fifth Avenue, Suite 1120, Seattle, WA 98101.
Call us at (206) 447-1700. Fax your registration to (206) 223-6453.

Cancellation Policy: For all cancellations that occur up to seven days prior to the start date, a \$50 cancellation fee will be charged. For cancellations with less than seven days notice, there will be no refunds. A substitute can attend at no fee. For cancelled courses and/or seminars, full fees will be refunded. Cancellation Procedure: Cancellations must be sent in writing to the WBA office via email, fax, or mail. No refunds will be granted until a written cancellation request is received by WBA.