

NYBA Professional Development Small Business Banking Resources



AIB Small Business Banking Certificate **NEW!!**

Deliver Sales Excellence for Your Business Bankers. The **AIB Small Business Banking Certificate** is primarily designed for small business relationship managers and branch staff who need the skills to build a relationship-centric sales approach, better understand small business client needs and appropriate solutions, handle objections, plan and execute the sales call, and manage relationships post-sale.

This curriculum provides an approach to building trusted relationships with business banking customers – as a means to both retain and grow your current book of business and to attract new accounts. The certificate offers a skills-based learning solution delivered in a fully self-paced online format.

Give your staff the knowledge and skills necessary to drive results.

Required Courses

- AIB Banking Today
- AIB Calling on Small Business Customers
- AIB Credit Products for Small Businesses
- AIB Deposit Products for Small Businesses
- AIB Fundamentals of Small Business Banking
- AIB Introduction to Analyzing Financial Statements
- AIB Personal Tax Return Analysis
- AIB Relationship Selling to Small Business Customers
- AIB Servicing and Growing Small Business Relationships
- AIB Small Business Borrowing

The entire curriculum may be completed in a self-paced online format through the ABA BankPoint (eLearning) platform. It is estimated that each course will take from two to four hours to complete. As always, the completion time of an ABA self-paced eLearning course is subject to the pace and knowledge of the student.

The cost of a single enrollment in the AIB Small Business Banking certificate program (self-paced online format) is \$595 for NYBA or ABA members. Discounts are available for 10 or more enrollments in the full certificate program.

Bank employees may also opt to enroll in a single eLearning course at a cost of \$95 per course. Or, the bank may purchase a package of courses for 25 or more employees at a substantial discount off the single course or certificate pricing.

Classroom-based Option: All of the above titles are also available in a print-based format, with workbooks and trainers' guides. Banks may opt to purchase these materials and teach the content in-house.

Call Elisa Legg at 212-297-1679 or email elegg@nyba.com to discuss how you can offer AIB-qualified credit for in-bank courses, or to discuss any of the above course options.

Other eLearning course titles of interest include: AIB Overview of Financial Statements and AIB Retirement Products for Small Businesses.

The New York Bankers Association is a Local ABA Training Provider.

To register, complete the reverse side.

New York Bankers Association 99 Park Avenue New York, NY 10016 www.nyba.com



AIB Small Business Banking Courses Enrollment Form

For more information, please contact Elisa R. Legg at 212-297-1679 or elegg@nyba.com.

Please register:

Course Title(s) _____

Full Name _____ Title _____

E-mail _____ Last 4 Digits Soc Sec # _____

Company Name _____

Mailing Address _____

City/State/Zip _____

Phone _____ Fax _____

Once your registration is processed you will receive two email messages from support@aba.com to confirm registration and enrollment in desired course(s). If you do not receive an email within 5 business days, please email elegg@nyba.com or call 212-297-1679.

Bank Supervisor's Approval _____

PAYMENT

Total: \$ _____

Invoice the Bank- member banks only

Check enclosed (payable to New York Bankers Association)

MasterCard Visa

Card # _____ Exp _____

Signature _____ V-code _____ 3/4 digit security code

Billing Name _____

Billing Address _____

Mail to: New York Bankers Association, 99 Park Avenue, 4th Floor, New York, NY 10016

Fax to: (212) 297-1683

Course Pricing

AIB Small Business Banking Certificate - \$595 NYBA or ABA members; \$795 non-members

Any individual eLearning Course - \$95 NYBA or ABA members; \$130 non-members

Call 212-297-1679 to discuss substantial discounts for multi-employee enrollments.

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