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FOCUS

Your Financial Marketing Newsletter
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Meet the press—with good information!

You, as community bankers, know your bank's "story" and mission, but how informed are your employees? Your front line people talk to your customers daily and are being asked questions that, if improperly handled, can negatively affect your bank without your knowledge. Are employees telling your story?

Each of your employees, from the teller to the courier, needs to be armed with correct information and to be capable of delivering your message in a positive way. Are you communicating the necessary information so that your employees can do the best job possible?

Speaking out in a supportive, positive, informed manner should be a goal for all of your employees.

Here are a few ways you can accomplish this:

- **Train your staff.** Good communication skills are learned. Your team should know the difference between "good" and "bad" words. Training not only helps your staff do a better job, but teaches skills that will be used daily throughout a lifetime.
- **Designate a "champion" for each location and department.** This will keep everyone on track and be a role model for the other employees. Have weekly meetings with your champions.
- **Communicate weekly through email.** Inform staff of any changes in bank regulations and important issues, as well as give positive reinforcement regarding the condition of your bank.
- **Reward employees who are using their skills.** Recognizing and rewarding those who are successful will encourage everyone to sing your praises.

Control your message and spread the good news about your bank!

For help with your bank's internal and external communication plans and much more, call 800-725-3800—the bank marketing specialists at The Genesis Group.

