

**ESSENTIALS
CUSTOMIZED TRAINING
FOR WMBA – MADISON CHAPTER**



Selling Skills for Loan Officers

Format: 3 hr. Live Training Session

Description: This workshop will focus on tools and techniques that loan officers can immediately use to improve their business results.

Participants will be challenged to analyze their marketplace, develop creative networking and prospecting strategies, differentiate themselves through branding, and set achievable goals using the S.M.A.R.T technique.

Date: Thursday, September 18

Time: 1:00pm – 1:30pm Registration

1:30pm – 4:30pm Seminar

4:30pm – until Fall Kickoff – Vintage Brewing Company

**Location: Market Square Cinema
6604 Odana Road
Madison, WI 53719**

**Questions? Todd Snodgrass
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