

CommonCents

CommonCents Strategy

Hiring

- Human Resources will post as a position open
 - No part-time positions available, this could be an alternative
 - Bilingual needed at some point but not necessary for first employee
- Place open position on forumcu.com
- Send email to “everyone” at FORUM to let them know of position
 - Possible spouses might be interested
- Conduct an open house in Recreation Room simulating a CommonCents function for those interested

Logistics

- Taxes will be taken out
 - Employee will be paid through payroll monthly
 - Business Development Manager will list Small Group Sales Consultant’s payroll with monthly incentive amounts
 - AVP of Business and Member Development will email all incentive amounts to SVP of Human Resources
- Benefits
 - Rewards Checking no minimum required
 - Access to work out center
 - 401K contribution
- Reporting
 - Outlook installed on Small Group Sales Consultant’s home computer
 - Add CommonCents as Employee Department
 - CommonCents applications have SEG code MONE

Representative Responsibilities

- Parties
- Companies
- Communities outside of Central Indiana
- Schools
- Churches
- Community involvement
- Informal discussions
- Sponsored events
 - Booths

Supplies

- Marketing
 - FORUM provides all special marketing materials

- FORUM mails all invitations for Small Group Sales Consultant
- Information
 - FORUM provides:
 - Member Services Guides
 - Location Guides
 - Business cards of other business lines
 - Business cards for Small Group Sales Consultant
 - Briefcase
 - At FORUM Website able to print off
 - All rates
 - Depository and loan
 - Auto inventory list
- Complete Supply List Attached
- Website
 - General information
 - Request a function
 - Link to forumcu.com

Topics

- Read Your Credit Report
- Protecting Your Identity
- Balancing a Checkbook
- Investment and Financial Planning
- HSA's
- Kids Accounts: Moonjars, Goals, 529 Plans
- Mortgage Lending Products
- Estate Planning
- Insurance/Protecting Your Assets
- Seasonal Topics
 - Holiday Dollars and "Sense"

Timeline

- Human Resources post position January
- Email to everyone at FORUM January
- Open house scheduled for mid to late February for interested ones
- One person hired by March
 - First function in April
- Second person hired by April (bilingual)
 - First function in May
- Fully functioning "department" by June
- Goal to have 10 Small Group Sales Consultants by January 2007

Future Possibilities

- Rewards for anyone
 - Refer family and friends to FORUM and earn money back
 - Year round
 - Member has codes to use for when they refer individuals
 - Add up all services using the codes to earn money

Job Description

Job Title: Small Group Sales Consultant
Department: CommonCents
Reports to: Manager, Business & Member Development
Positions Supervised: None
FSLA Classification: Seasonal

Position Summary

The Small Group Sales Consultant attracts new relationships for FORUM Credit Union using contacts in their community. The Small Group Sales Consultant prospects for new members and new member business opportunities by coordinating casual seminars. The Small Group Sales Consultant informs members and potential members the features and benefits of the credit union while seeking opportunities to cross-sell all credit union products and services.

Qualifications

- High School diploma or equivalent with two years work experience
- Thorough knowledge of credit union services, programs and promotions
- Effective oral and written communication skills
- Excellent listening, organization, presentation and time management skills
- Ability to present ideas to groups
- Sales ability with some previous sales experience
- Must be accurate and detail oriented
- Professional image and attitude
- Requires considerable driving and telephone work
- Ensure all information regarding credit union members/potential members are kept confidential
- Must create own leads

Duties and Responsibilities

- Promotes the credit union's services to existing and potential members through telephone contact, onsite interviews, written presentations and oral group presentations
- Maintains up-to-date knowledge of credit union services, programs, and policies. Communicate accurate information when presenting
- Prospects for and develops new members for credit union
- Creates opportunities to sell all credit union products and services to members with special emphasis on promotions and new services
- Explains the philosophy, purpose, and objectives as they relate to the services of the credit union
- Meets sales goals
- Coordinates member education seminars on financial products and services
- Promotes a professional image to all members, potential members, and community
- Attends community functions as needed
- Performs other duties as assigned

CommonCents Commission Scale (subject to change based on cu needs)

Product	Payout for Each
Savings Account	\$10.00
Checking Account	\$25.00
Closed loan less than \$20,000.00 for auto or HELOC	\$25.00
Closed loan more than \$20,000.00 for auto or HELOC	\$50.00
Moneyline less than \$5,000.00	\$5.00
Moneyline more than \$5,000.00	\$10.00
Direct Cash regardless of limit	\$5.00
Certificate of Deposit	\$25.00
Individual Retirement Account	\$25.00

CUSO Product	Payout for Each
Closed mortgage loan	\$100.00
Appointment with FORUM 1 st Investment Advisor	\$50.00
Application taken for an insurance product	\$10.00
Business loan closed	\$100.00
Purchase vehicle through Auto Advantage	\$25.00
Business becomes a SEG	5-99 employees \$25.00 100+ employees \$50.00
Refer a new Small Group Sales Consultant	\$100.00 after new rep conducts 12 meetings
Appointment with FORUM 1 st Wealth Services	\$50.00
Business Checking Account	\$25.00

An example of potential payout

Open a new savings account, checking account with direct deposit and refinance \$25,000.00 auto loan for one individual = \$85.00

All in the above example can be done on one application.

Average 5 at a function, 2 functions a month = \$850.00 a month = \$10,200.00 a year

Average 10 at a function, 2 functions a month = \$1700.00 a month = \$20,400.00 a year

Small Group Sales Consultant will be paid the 5th of every month by direct deposit.

Tracking for payout

When an application is taken the Small Group Sales Consultant will put it in the night drop of the nearest branch that evening. If there is interest in a service, the Small Group Sales Consultant will email the Business Development Manager the interested person's contact information. The Business Development Manager will enter the information into TAPS Referral for the Small Group Sales Consultant so someone from that particular business line will contact the person to qualify the referral. In every case, the Small Group Sales Consultant will receive an email from the Business Development Manager informing them of the status and payout of each referral.

Product	Referral Department
Savings Account	Business Development
Checking Account with direct deposit	Business Development
Closed loan less than \$20,000.00 for auto or HELOC	Loan Center
Closed loan more than \$20,000.00 for auto or HELOC	Loan Center
Moneyline less than \$5,000.00	Loan Center
Moneyline more than \$5,000.00	Loan Center

Direct Cash regardless of limit	Loan Center
Certificate of Deposit	Member Services
Individual Retirement Account	Member Services
CUSO Product	Referral Department
Closed mortgage loan	FORUM Mortgage
Appointment with FORUM Investment Advisor	FORUM Investments
Application taken for an insurance product	FORUM Insurance
Business loan closed	Business Services
Purchase vehicle through Auto Advantage	Auto Advantage
Business becomes a SEG	Business Development
Refer a new Small Group Sales Consultant	Business Development

Accounts brought in by the Small Group Sales Consultant will have SEG code **MONE**. Reports will be run to measure the profitability of these accounts brought in by the Small Group Sales Consultant.

Monthly Reporting

The last day of every month the Small Group Sales Consultant will email the Business Development Manager their monthly stats.

The email will include:

- Number of meetings/seminars/parties
- Number of new savings accounts
- Number of new checking accounts
- Number of referrals
- Number of quality referrals
- Number of Closed-Quality-Business Referrals

The last day of every month the Small Group Sales Consultant will mail all feedback forms to Business Development Manager.

CommonCents Training

Small Group Sales Consultant will complete approximately 56 hours worth of training.

- First Day
 - Tech Help
 - FORUM Brand
 - Research
 - Motivate University
 - Security Training

- Second Day
 - Member applications BOT Manuals
 - Product and Service
 - Member Services
 - Testing Product Knowledge
 - TAPS Referral

- Third and Forth Days
 - Visiting
 - FORUM Mortgage
 - FORUM Trust Services
 - FORUM Insurance
 - Business Services
 - Auto Advantage
 - FORUM Conference Center
 - Motivate University Classes
 - Loan Class
 - IRA Class
 - Banks vs. Credit Unions

- Fifth Day
 - Visit branch

- Sixth Day
 - Benefits/Pay
 - Small Group Sales Consultant Goals
 - Establishing Lead and Setting Appointments
 - TAPS Referral Refreshers
 - Bag and Supplies

- Seventh Day
 - Review presentation
 - Practice presentation

CommonCents Supply List provided by FORUM

Tool	Quantity
Business cards	250
Feedback Cards	50
Service Request Forms	100
Rolling Briefcase	1
Member Service Guides	1 Box
Location Guides	1 Box
Applications	5 pads
Account Disclosure/Rate and Fee Schedule	1 Box
Product Brochures	50 of each
FORUM/Moneyworks Table Cloth	1
FORUM pens	Half a box
Direct Deposit Form	100
Account Change Form	100
Access to TAPS Referral	N/A
Postage Paid Envelopes	1 Box

Monthly Goals

2 new savings accounts

4 new checking accounts

2 CD or IRA referrals

2 loan referrals (HELOC, auto, moneyline or Direct Cash)

2 referrals to other lines of business (any FORUM 1st department, Business Services or Mortgages)