Standing Out at Events

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Objectives

• Stand OUT
• Experience
• Engage
• Follow Up
• Return on Investment (ROI)
• Questions
Stand OUT
Stand OUT

- Optimize your time
- Start with the big picture
- Game plan
- Value proposition
- Identify objectives
- Communicate roles
- Small and Simple
“The biggest problem with communication is the illusion that it has taken place.”

-George Shaw
Experience
Experience

"I'm so excited to go to jury duty!"

Said no one, ever.
Experience

It’s not about trinkets and trash.

• Triple three rule—will they be talking about you:
  • In three minutes.
  • In three days.
  • In three months.
Engage
Engage

• Conversation with a doctor or physician
• ABA, ABL then ABC
• Change the discussion—change the outcome
Follow Up
Follow Up

• Keep the door open
• Win/win
• It’s not what you say, but how you say it
• Communicate
• Debrief
Return on Investment (ROI)
“The fight is won or lost away from witnesses, behind the lines, in the gym, and out there on the road, long before I dance under those lights.”

-Muhammad Ali
ROI

• Determine prior to the event- RFG
• Assess after the event- Promotion Codes, Member Connect
• An event is the execution of a well-prepared game plan
• Revisit best practices
• Jerry Sloan
ROI

• Utilize data
• Establish goals
• Avoid “quotas”
• Focus on the needs of the member
Questions

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Thank you