

PRODUCT WHAT:

Online storefront for digital consulting services as well as a contact collection tool. Examples of offerings include: Digital downloads (templates, community event kits, etc.) and on demand training on topics related to leadership, strategy, board governance and compliance. Clients are provided with a cross sell of additional topics /course of interest based on their purchase.

PRODUCT HOW:

Clients browse the website, determines what product fits their needs and then purchases the product. CUSG obtains contact information such as email, credit union, name, etc. Cross sell opportunities are built into each course sales page. Serves as repository of virtual sessions conducted which increases reach and accessibility to marginalized groups, either demographically or geographically.

BENEFITS:

- On demand
- Comprehensive
- Ever expanding
- Affordable

OTHER SOLUTIONS THAT COULD BE PAIRED WITH:

Depending on the topics/courses chosen, this could be a gateway to additional support engagements for consulting.

VALUE PROPOSITION:

With its on-demand format, eAdvisory brings resources such as webinars, digital downloads, templates and virtual consulting to credit unions that may have otherwise not had access. Created by industry experts, now all credit unions can expand their understanding of governance, compliance, and risk all while never leaving their office.



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TALKING POINTS:

- With the increase in remote employees this is a desired means of providing top quality training at affordable prices.
- More employees have access to training at their pace and schedule.
- Group pricing is available for larger audiences.

QUESTIONS TO START CONVERSATIONS:

- Have you scheduled your required compliance training yet this year?
- Has your board of directors taken their BSA training?
- How fluent is your board of directors with financial literacy requirements?
- Do you have turnover at the Compliance Officer or Board of Director roles?
- Do you have employees in many locations?
- Do you want to bring your strategic planning up a notch without bringing in a consultant?
- Have you had to cut your training budget this year, but still want to provide great training?
- Elder Abuse continues to be a hot button and in focus – have you considered providing your members with training?
 - Have you trained your staff on this topic?
 - Did you know it's required by law in some states (Including Michigan)?

PRICING AND TARGET AUDIENCE:

Varies depending on course selected. FREE to \$1,000

THINGS TO LISTEN FOR:

Anything related to training, training budget, new employees, board members, etc.

BEST PRACTICES:

Listening for the need for quality affordable resources in the areas of leadership, governance, risk and compliance.



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