



## Unit 1 – Introduction to Retail Branch Sales and Service

### **Chapter 1 – Retail Branch Sales and Service**

Chapter Overview

Retail Branch Sales and Service Challenges

Benefits of Retail Branch Sales and Service

The Importance of Retail Branch Sales and Service

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### **Chapter 2 – Retail Customers**

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Who Are Retail Customers?

Retail Customer Needs

Retail Sales Skills

Chapter Review

### **Chapter 3 – Retail Products**

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Product Resources

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Business Checking Accounts

Consumer Savings and MMA Accounts

Business Savings and MMA Accounts

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Other Retail Products and Services

Commercial Products

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## Unit 2 – Retail Communication Skills

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### **Chapter 2 – Phrasing**

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What Phrasing Communicates  
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### **Chapter 3 – Listening**

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### Unit 3 – Serving Retail Branch Customers

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- Identifying Customer Needs
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