



Top Producers Path to Gold

The 4-Lane Concept of Practice Management

If you think of your practice as a highway going from where you are today to where you want to be tomorrow, it is important that you build a 4-lane expressway, rather than a single lane road. Each lane represents a separate target with its own tasks, objectives and priorities.

Purpose

The purpose of the 4-Lane Concept is to establish multiple channels of penetration for investment program application, and to drive activity in all four lanes on an ongoing basis.

Process

The lanes are defined as the branch lane, the SEG/outside business development lane, the non-client member lane and the current client lane.

Tasks are built around targeted activities in each of these lanes. Your weekly activities should reflect work in all four lanes; and you should establish weekly, monthly and annual goals for each lane.

Payoff

The payoff is a mutually agreed upon action plan that supports the strategic plan of the credit union. This includes targeted specific activity that can be measured; better organization for the Representative, freeing him/her up to focus on serving the members; faster sustained growth; and greater value to the credit union integration, profitability, member penetration and service.

Some Suggested Activities by Lane:

Lane 1 - Branches

Your weekly branch visit schedule, branch training and education, lead generation, branch recognition, goal setting, cross-referral tracking, weekly activity blotter, branch focus days and branch signage/merchandising.

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Top Producer Success Corner – Mike Guthrie, University Federal CU

Mike Guthrie and the team at UFCU have implemented a concise and planned approach to consistently work all four lanes. While some months represent more activity from specific lanes, it is important to continue to remain active in all categories.



If you want to learn more about how to implement the strategy discussed, you can contact any one of the following GSG team members at 1-800-915-1004: Tom Ostrand, Reagan Grimes, Cynthia Pollard.

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Gateway Services Group's mission is to serve our Credit Union/CUSO Partners as a Trusted Advisor and Consultant focusing on Insurance and Financial Services Solutions.

Lane 2 - SEG/Outside Business Development

SEG identification and segmentation by type, 401k education, business succession planning, calling program BD Officers, and SEG worksite marketing. Also includes professional relationships with CPA's, attorneys and Members' Trust officers.

Lane 3 - Non-Client Members

Outbound calling from C/D lists, IRA lists, MCIF targeting for direct mail, seminars, website, brochures and wholesaler support.

Lane 4 - Existing Clients

Needs assessment, Pitch Book, segmenting your book, data gathering, practice management, client appreciation events, consistency of

appointments, Annual Reviews, birthday cards, gifts, client surveys, overall client office experience and wholesaler support.

Getting Started

- Step 1.** Determine your four lanes.
- Step 2.** Make a list of key activities for each lane (i.e., branch signage, call list, training schedule.)
- Step 3.** Set a goal for each lane, and a target date for completion.
- Step 4.** Build activities in each lane into your weekly activity plan. 