

ABA RETAIL BANKING: PRODUCT KNOWLEDGE

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A \$10.00 shipping, recordkeeping and administrative fee will be added to all self-paced enrollments.

Course Descriptions Below

Course Name	Tuition
Retail Banking: Product Knowledge	
Consumer Credit Products	\$95
Credit Products for Small Businesses	\$95
Deposit Products and Services for Small Businesses	\$95
Fundamentals of Consumer Lending Suite	\$95
Consumer Credit Basics	\$55
Consumer Loan Process	\$55
Fundamentals of Small Business Banking Suite	\$95
Small Business Basics	\$55
Small Business Operating and Life Cycles	\$55
Introduction to Analyzing Financial Statements	\$95
Introduction to IRAs	\$95
Personal Tax Return Analysis	\$95
Retirement Products for Small Businesses	\$95
Small Business Borrowing	\$95
Understanding Bank Products	\$95

Course Descriptions

Consumer Credit Products

Provides definitions of consumer credit terms to assist in discussions with clients and explains the growth and demand of non-real estate related products. Explores real estate-related terms for home equity loans, home equity lines of credit, loan to value ratios, and how to calculate the maximum loan amounts.

After completing this course, students will be able to:

- Define basic consumer credit terminology to clients
- Identify features of consumer credit products
- Explain the two loan categories - non-real estate-related and real estate-related - along with the products associated with the categories
- Determine the maximum loan amount available based on collateral value, for real estate-related products

Credit Products for Small Businesses

Describes the differences between credit product features and the benefits and how to communicate them to drive home the advantages to the customer. Explains how to match product needs to the customer borrowing cause, loan purpose, and business cycle clues to make the sale

After completing this course, students will be able to:

- Distinguish between product features and product benefits
- Describe the features and benefits of:
 - Lines of Credit
 - Term Loan
 - Business Credit Card
 - Letters of Credit
- Match small business credit products to client needs

Deposit Products and Services for Small Businesses

Gain an understanding of general banking needs of business customers. The course covers common deposit and non-credit products, and their benefits to the small business client. Special emphasis is placed on connecting banking needs with the lifecycle of the business.

After completing this course, students will be able to:

- Define the small business market and identify the banking needs of small business clients
- Explain the importance of small business clients to banks

- Describe the features and benefits of business products and services
- Identify the life stages of a small business and the products and services that target the small business client's needs

Fundamentals of Consumer Lending Suite

This suite of two courses explores the consumer lending process from terminology to the application process to customer communications. Completing this suite provides best practices for ensuring regulatory compliance and determining credit worthiness. Concise, impactful lessons can be applied on the job immediately.

Consumer Credit Basics

Guides you through the key attributes of consumer lending and establishes familiarity with common lending industry terms and features. Understand how deposit and lending products can help minimize risk to the bank while still providing full-service to customers. Discover ways to respond appropriately to loan inquiries.

After successfully completing the course, you will be able to:

- Describe key lending attributes and terms
- Explain the role consumer lending plays in a bank's profitability
- Explain the basics of consumer loans and lines
- Determine how to comply with loan inquiry and application regulations

Consumer Loan Process

Guides you through using the three-step consumer lending process, including customer service and regulatory considerations. Discover how to take a complete and accurate application, as well as evaluate the borrower's ability and willingness to repay a loan. Explore best practices for communicating the loan decision and next steps.

After successfully completing the course, you will be able to:

- Examine the consumer lending process
- Describe the application step
- Describe the decisioning step
- Explain how to communicate the lending decision to your customer

Fundamentals of Small Business Banking Suite

This suite of two courses explores the characteristics, expectations, and operational needs of small businesses. Explore the different legal structures and business types to better understand your small business clients. Discover the different steps in each type of operating cycle and the stages of a small business' life cycle. Completing this suite helps develop the key skills needed to create and sustain successful small business relationships. Concise, impactful lessons can be applied on the job immediately.

Small Business Basics

Guides you through the operating and life cycles of small businesses. Learn the different small business industry types and identify their corresponding traits and financial needs. Explore small businesses' legal structures and their corresponding traits, advantages, and risk profiles.

After successfully completing the course, you will be able to:

- Define the operating and life cycles that impact business operations
- Describe the four common types of businesses
- Describe the six ways a business can be structured legally

Small Business Operating and Life Cycle

Guides you through the steps of the operating cycle. Discover how the steps may vary based on industry type. Explore the stages of the small business life cycle. Get insight into detecting a small business owner's banking product needs during each step of the operating cycle and life cycle.

After successfully completing the course, you will be able to:

- Explain the steps of the operating cycle
- Describe the business needs, and small business products, that are common to each step.
- Explain the phases of the life cycle
- Describe the business needs and products that correspond to each need

Introduction to Analyzing Financial Statements

Reviews terms and steps associated with analyzing financial statements. Explains how tax returns report income and expenses from another perspective. Examines the computation and meaning of four categories of financial ratios and how ratios are used to spot significant trends.

After completing this course, students will be able to:

- Define financial statement analysis and explain its importance in the small business lending process
- List the basic steps of financial statement analysis and the purpose of each step
- Analyze an income statement and balance sheet
- Explain how tax returns are used in the lending process
- Calculate and interpret key ratios
- Perform a simple cash flow analysis

Introduction to IRAs

Explores key concepts on basic IRA product features and benefits, contribution and distribution requirements. Explains traditional, rollover, and Roth IRAs, including the new conversion rules, as well as Simplified Employee Pension Plans and SIMPLE Retirement Accounts. Presents information about IRA tax benefits and penalty calculations.

After completing this course, students will be able to:

- Describe the types of Individual Retirement Accounts, including contribution rules:
 - Traditional IRAs
 - Roth IRAs
 - Rollover IRAs
 - Simplified employee pension plans
 - SIMPLE retirement accounts and 401(k) plans
- Explain the IRA withdrawal requirements

Personal Tax Return Analysis

Explains how to analyze tax returns to determine a projected income and explores income trends, recurring versus non-recurring income, and how tax returns can be used as a sales tool.

After completing this course, students will be able to:

- Identify income trends and non-recurring situations used in analysis, as well as cross-sell opportunities
- Analyze wage and tip income including the non-cash and pre-tax benefits associated with the source of income
- Analyze taxable and non-taxable interest and dividend income
- Describe and calculate the source of income information on Schedule C, capital gains and losses, and limited partnership income
- Differentiate the areas on Schedule E and calculate rental income

Retirement Products for Small Businesses

Explores advantages to small businesses when offering retirement plans and the five retirement products and their general characteristics to match to specific client business needs. Compares client needs throughout the business life cycle to product characteristics. Introduces a referral process to make effective client referrals to retirement specialists.

After completing this course, students will be able to:

- Define the benefits associated with retirement planning for the small business owner
- Identify various retirement products appropriate for small business owners
- Compare characteristics of various retirement products
- Match characteristics of retirement products to small business owners' needs
- Refer small business clients to retirement specialists using the H.E.L.P. tool

Small Business Borrowing

Describes the characteristics of the small business market that make it an attractive source of potential business. This course explores the overall relationship between the borrowing cause, loan purpose, and repayment source to better understand the small business client credit needs. This course also explains the key steps to effectively communicate credit decisions to clients.

After completing this course, students will be able to:

- Describe small business market characteristics
- Identify borrowing causes, loan purposes, and repayment sources
- Effectively communicate approvals, counteroffers, and declines

Understanding Bank Products

Explains how to identify unrecognized client needs and describes the differences between product features and benefits of common consumer deposit products. This course identifies the categories of small business needs and describes cash management, retirement, and international banking services. It identifies the categories of business expenses that require financing and that are appropriate to finance via working capital loans. This course also describes business credit products used to finance durable equipment and real estate. This course explains estate planning and settlement services offered by banks. It identifies the most common types of trust funds and services offered by banks.

After completing this course, students will be able to:

- Describe financial products in terms of features and benefits to the client
- Identify prospective clients for different categories of bank products and the clues that signal client needs
- Describe business banking products features and benefits
- Describe financial products and services in a way that demonstrates a client focus