



INCOME GROWTH

Marketplace competition, mergers, economic factors, reluctance to change are among the many factors affecting credit union income flow. There are several strategies for improving all-important income flow and if your daily “TO-DO” list is preventing you from creating best-practice income growth programs, let me help! I can evaluate your current income streams and their processes and make recommendations for improvement. Further, we can collaborate on detailed plans and systems for *new* internal and external income generating programs. These could include cross-selling training, external market opportunities, product/service development and additions, improved competitive analysis differentiation, new target markets, product pricing, etc.