

Farm Credit University Training Schedule

Lifestyle Lender Degree

Starting Feb. 6, 2012

Two weeks are allocated for each Module:

Beginning webinar intro: Feb. 6

Feb. 6 – Feb. 17	<u>Module 1</u> : Lending to Lifestyle Borrowers: Eligibility, Scope of Lending, and Customer Knowledge
Feb. 20 – Mar. 2	<u>Module 2</u> : Lifestyle Portfolio Segmentation and Layering of Risk
Mar. 5 – Mar. 16	<u>Module 3</u> : Small Loan Analysis & Credit Evaluation
Mar. 19 – Mar. 30	<u>Module 4</u> : Tax Return Analysis
Apr. 2– Apr. 13	<u>Module 5</u> : Consumer Compliance/ Legal Instruments & Title Concepts
Apr. 16 – Apr. 27	<u>Module 6</u> : Technology, Alliances in Marketing & Loan Pricing
Apr. 30 – May 4 May 7 - May 9	Break Week <i>Halftime Face-to-Face Training Session*</i> <i>(Charlotte, NC)</i>
May 14 – May 25	<u>Module 7</u> : Sales & Marketing: Consultative Marketing
May 28 – June 8	<u>Module 8</u> : Sales & Marketing: Strategic Prospecting
June 11 – June 22	<u>Module 9</u> : Sales & Marketing: Call Preparation
June 25 – July 6	<u>Module 10</u> : Sales & Marketing: Sales Call Process
Aug. 3, 2011	Final Case Study Due - 4 weeks to complete