



Dear Colleagues:

The NHASFAA Training Committee is pleased to offer training events designed for higher educational professionals. The next training in this year's series is *Financial Aid 102 – Beyond Nuts and Bolts* on Friday December 8, 2006 at the NHHEAF Network campus in Concord. This session will be a full day of learning and fun focusing on customer service, business etiquette and communicating with your students.

9:00 Registration and refreshments (thank you sponsors)

9:30 – 10:45 **Customer Service – We Need to Delight** – Terry Everson is the Senior Vice President of Sales and Training for Student Loan Xpress. Competition pushes the customer service bar higher and higher, and you are tasked with meeting those challenges. Terry will build day-to-day principles that take you beyond the concept of “satisfied” customers and move them to acknowledge that we need to create “loyal” customers.

11:00 – 12:15 **How to Effectively Communicate in a Financial Aid Office** – This is a new training program from Student Loan Xpress designed to help financial aid office staff analyze situations from a customer's viewpoint in order to “sell” an idea, product and/or process.

12:15 – 12:45 Lunch (thank you sponsors)

12:45 – 1:45 **Business Etiquette: Maximizing Your Business Potential** – Professional success and business etiquette go hand in hand. While we may not often think of “business etiquette” as part of what we do in our professional lives – it actually impacts every moment! Does this sound familiar: what am I supposed to wear on “dress down” day? what are the key guidelines for written, phone and e-mail communications? what's considered proper cubical protocol? will time management really help me? Join Joan Goeckel, NHHEAF Network Organizations' Corporate Trainer, in this interactive session and assess your business savvy, learn the terms and the skills to feel confident and better prepared to handle daily challenges – to come across as the “polished professional” you are! Please come prepared to share an “etiquette breach” (not yours of course!)

2:00 – 3:30 **The Next Generation: Understanding the "Rude and Impatient"** – Do you remember when you were a child and you called every adult Mr. or Mrs.? How about tying up the phone lines for hours because there was no call waiting? These are memories of the past and no longer hold true for this generation. If your students don't seem to understand, if they don't read what you give them, are impatient or just plain rude, then maybe it's time we attempt to understand them. Jason Kahn of College Loan Corporation will help us to just that!

Attached with this letter you will find a registration form (please make copies if you will be registering more than one staff member). Please complete and return the registration form by e-mail, fax, or mail by November 27, 2006. Confirmation will be e-mailed on November 30th.

As always, this training is open to all NHASF AA members and their institutions. This free, interactive session, including lunch, is made available by our generous sponsors: Bank of America, Citibank, Citizens Bank, EdFund, NextStudent, The NHHEAF Network Organizations, and SallieMae Education Trust.

Join us and learn more about your customers – your students! We look forward to seeing you on December 8th.

On behalf of the Training Committee,
Diane Bonin, Chair