

# Expert Business Development Case Study



Your Community Credit Union  
**CROSS VALLEY**  
FEDERAL CREDIT UNION  
*"Solutions For Your Financial Life"*

## Credit Union Profile

Cross Valley Federal Credit Union, chartered in 1969, provides affordable financial services to anyone who lives, works or attends school in the Pennsylvania counties of Luzerne, Lackawanna or Wyoming. Cross Valley is a full service financial institution with nearly 24,000 members and over \$210 Million in assets (as of 9/30/21).

## Marketing Goals & Challenges

Cross Valley wanted to double their growth in the small business market and, in lieu of traditional media, they selected EBD's targeted approach as their primary marketing vehicle to achieve that goal. One of the credit union's biggest challenges when competing for business customers was convincing companies that the credit union was a viable option for meeting their business banking needs.

*"We realized at the outset that we could not successfully accomplish our goals within our timeframe without EBD's ability to open doors for us."*

**Leonard V. Shimko, CEO**

*"Credit Unions are not expected to have a business loan program; therefore, many small businesses are tentative about working with us. EBD's professional calling agents relay a lot of pertinent information to the prospect and ease their concerns enough for them to meet with us."*

**David Reed, VP of Lending**

# EBD Solution

EBD invested many hours probing Cross Valley's executives to help them be explicit about their organization's objectives. From those interviews, EBD established precise and achievable expectations and the message which our agents could deliver with clarity. In order to build awareness and interest in Cross Valley's business banking services, EBD's agents executed a targeted calling campaign to engage prospects directly. While always focused on setting an appointment, our agents delivered Cross Valley's message and distributed marketing materials whenever possible. EBD also gathered valuable intelligence on each prospect for Cross Valley's team to leverage while pursuing those relationships.

*"EBD identified qualified prospects, arranged appointments and armed our executives with detailed information properly preparing them for their meetings. Through the professionalism exhibited by EBD agents when talking with prospects, our people were received with great respect and interest."*

**Leonard V. Shimko**

# Results

Throughout the course of the calling campaign, EBD reached out to over 2600 prospects, engaging decision makers at 620 companies and setting 292 appointments with Cross Valley's executives. Our agents' intelligence gathering and detailed appointment notes gave Cross Valley's team all the tools necessary to continue building those relationships effectively.

Equally important to EBD's success was our delivery of Cross Valley's message to their prospects, which helped to grow their brand and improve the quality of their follow-ups. Overall, our efforts resulted in the successful completion of Cross Valley's goal of doubling its business clients, with the added benefit of brand exposure and agent-verified information to be used in future campaigns.

*"We have doubled the size of our business accounts to date, and we have re-engaged EBD to expand our business further."*

**Leonard V. Shimko**

*"The lead sheets we received on a regular basis were, and continue to be, so detailed and precise that we know we will be successful in converting a majority of our leads into quality customers. We find that during the meetings EBD arranged, the prospect not only knows about us, but is also familiar with our menu of products, our service procedures and our record of meticulous customer satisfaction."*

**Colleen Phillips, VP of Marketing**