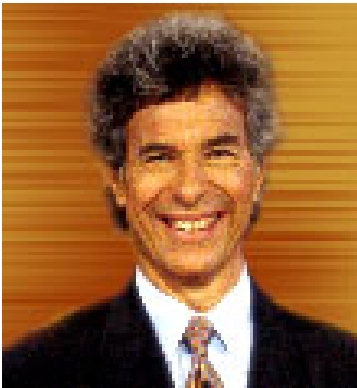




PROCU

Product Research Organization for Credit Unions

Sales and Service Best Practices for Credit Unions



Presented by:

Martin L. Cohen, M.D.

**Chief Executive Officer & Co-Chairman
Cohen & Brown Management Group, Inc.**

Martin L. Cohen, M.D., Chief Executive Officer and Co-Chairman of Cohen Brown Management Group, Inc., is one of the leading strategists, consultants, managers, lecturers and trainers in the financial services industry today. Together with his partner, Edward G. Brown, Dr. Cohen has led the Cohen Brown Management Group to become the world's premier sales-and-service culture-change specialist for the financial services industry, with the goal of maximizing profitable sales, retentions and service quality perception. Its global client list, with institutions reaching more than 75 countries, includes top performers in Retail Banking, Commercial and Corporate Banking, Trust Banking, Private and International Private Banking, Financial Asset Management, Securities, and Consumer and wholesale Financing.

Dr. Cohen has been called *"A leader in the cultural revolution" in financial services* by the ABA Banking Journal, for his work at the forefront of the financial services industries revolution from a traditional administrative culture to a consultative sales-and-service culture. He is now leading Cohen Brown in the firm's efforts to assist its clients in achieving more advanced levels of sales-and-service performance excellence. Dr. Cohen is focusing on helping Cohen Brown clients to deliver Executional Excellence at every touch point during every interaction, to close Techno-Behavioral SolutionsSM, and to significantly increase positive belief, motivation, and passion regarding consultative sales-and-service delivery.

Dr. Cohen writes, produces and delivers dynamic, leader-led, multimedia video presentations, as well as live and audio presentations, that skillfully integrate strategies, tactics, motivation and humor to maximize results. Dr. Cohen's teaching have been translated into nine languages, and his exceptional knowledge, energetic speaking style and charismatic personality assure an electric atmosphere in all of his presentations.