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For more information, contact:
Tony Hill, SVP/Chief Marketing Officer
800.252.2664 or 608.271.2664, ext. 321
tony@cues.org • cues.org

CUES® Releases Exclusive Content for Industry Suppliers to help them reach Credit Union CEOs

MADISON, Wis.—CUES is pleased announce the availability of its newest guide, *Supplier Strategies to Reach Credit Union CEOs*. This exclusive content identifies successful strategies that industry suppliers can use to build successful relationships with busy credit union decision makers, to not only capture their business, but keep it as well.

“It’s difficult for suppliers to reach the ultimate decision makers at the credit union,” said Karin Sand, CIE, VP/Strategic Partnerships & Solutions, “Our goal with this guide is to provide suppliers with actionable insights to help them develop a more effective sales strategy to reach the CEO. We also recognize that credit unions have certain challenges that only the right supplier can help them to overcome. That’s where CUES comes in. We bring them together, so the entire industry can be successful.”

In this free download, suppliers will hear directly from credit union CEOs. *Supplier Strategies to Reach Credit Union CEOs* features feedback, tips and insights to help suppliers optimize their sales strategy and create success for themselves and their organization. It can help take out the guess work when it comes to developing a mutually beneficial relationship with credit union CEOs. Suppliers can now develop their sales strategy and tailor it to be exactly what CEOs are looking for.

In conjunction with *Supplier Strategies to Reach Credit Union CEOs*, industry suppliers can increase their chances to get noticed, build relationships, and achieve their sales goals with a CUES Supplier Membership. CUES provides numerous opportunities to make connections, start conversations and build relationships that turn prospects into customers.

To access *Supplier Strategies to Reach Credit Union CEOs*, visit cues.org/form/supplier-whitepaper.

To learn more about CUES Supplier Membership, visit cues.org/SupplierMembership.

To learn more about cues, visit cues.org.

CUES’ mission is to educate and develop credit union CEOs, executives, directors and future leaders.

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