

tips for talking about credit unions ...

in a “Real World” Context

Remember, it’s easier to speak up if you feel prepared. So, as you talk about credit unions, put your comments in a “real world” context that makes sense to the people you’re talking to and keep these five tips in mind.

1. **Remain positive.** Remember, this is an opening for you to explain the benefits of credit unions and emphasize the credit union difference. Smile as you respond and try hard to phrase your comments or answers as positively as possible, even if it means restating a negative question.
2. **Stick with the facts you know.** You always want to provide people with information that’s correct. If you “fudge” the facts, not only do you confuse the issue – you also risk losing credibility, for you *and* your credit union.
3. **If you don’t know, say so.** Don’t feel bad or embarrassed. There’s a lot to learn about credit unions (and the economy and financial services industry are quite complicated topics, as well). Just make sure to offer to find the answer quickly or refer that person to someone who will know. And, follow up. That way you can make sure that person got an answer ... and learn the information for future reference.
4. **Know your credit union.** Take the time to learn when it was founded and what its initial charter was. If the charter has changed, try to find out why and the benefits members have received because of these changes.
5. **Refer calls from the media to the right person.** Most credit unions have a point person who handles press inquiries. Find out who that person is so that you know who reporters should talk to when they call.