A

Accounts: See also Certificate accounts, Savings accounts, Transaction accounts business, Federal guidelines for, 115 categories, 46 club, 11, 35, 55-56 nonpersonal, 58-59 personal, Federal guidelines for, 114 Advertising: marketing process, 207-215 plan, 237-238 product development, 222 types of, 230-238 Americans with Disabilities Act, 188-192 Automated clearinghouse transactions (ACH), 23–24 Automated teller machines (ATMs), 21-22, 52, 67

B

Bank products: common products and services, 8–9 insured and uninsured, 34–36 Bank Rate Monitor, 52 Bank Secrecy Act (BSA); bank examiner's role, 108-109 banking after, 100 exempt people, 105–106 history, 97--98 record keeping and reporting, 101-192-103 Banker: conflict management, and, 196–197 delegation and reporting, 178 job training, 198 project management skills, 183 Banking, business of, 2, 265-268 Barter, 2 Business development, 119–123 analysis of client needs, 131 closing the sale, 142-147 cycle, 149-150 introductory call, 126-130 leads, and, 124 marketing process, and, 119-120, 206, 221 needs analysis interview, 133-136 preparation and readiness for sales, 120 presentation(s), 138-145 success, and, 121-123 telephone rules, 128-129

```
Index
```

California Bankers Association v. Shultz,

C

98 Cash management, 16-17 Certificate accounts, 11 Certificates of deposit, 50, 55-56, 219 Check clearing, 18-20 Check Clearing for the 21st Century Act (Check 21), 18-19, 65 Check endorsements, 64 Checking accounts. See Transaction accounts Competition, 227-229 Compliance program, 110 Consumer, 74 customer, and, 214 defined, 214 loans, 12-14 protection laws, 63 Context versus content, 266-267 Currency Transaction Reports (CTRs), 101-102 Customer: consumer, and, 214 dealing with challenging 250-257 economics, 216 getting to know the, 212 demographics, 213 geographics, 212 psychographics, 213 is always right, 259 prospects, and, 214 satisfying needs, 6-7 telephone, handling tough customers on the, 257-258 Customer service: defined, 243 learning organization, 250 rules, 259 techniques, 247-250

Customer share, 217-220. See also Market share

D

Demand deposit accounts (DDAs). See Transaction accounts. Depository Institutions Deregulation Act of 1980, 45 Deposits: direct, 24 insured bank, 35, 39 remote terminals, and, 21-24 regulating interest on. (See Regulation Q) suspicious lending practice, 112 Discount rate. 31

E

Electronic Fund Transfer Act. See Regulation E Electronic transactions, 19–20, 23 Equal Credit Opportunity. See Regulation B Equal Employment Opportunity Commission (EEOC), 193-194 Ethics: behavior, unethical, 166-167 code of, 161–166 compliance with laws and regulations, 164 defined, 152-153 obligations, ethical, 155-159 Ethical Organization, 160-162 Expedited Funds Availability Act (EFFA). See Regulation CC.

F

Federal Deposit Insurance Corporation (FDIC):

coverage limits, 35-38 defined, 33-34 protection of depositors, 39 Federal Deposit Insurance Reform Act of 2005, 35 Federal Reserve System: banks, 31 Board of Governors of the, 29, 41, 63-64.94 defined, 30 districts, 32 reserve requirements, 5, 46 Financial intermediation, 4, 6, 8 Funds transfer: banking service, 9 defined, 107-108 31 CFR Part 103, 103 record-keeping issues, 103-104

G

Gramm-Leach-Bliley Act of 1999, 69–70 Great Depression of the 1930s, 44

H

Home equity, 14, 16, 9

I

Identity theft, 72–73 Information. *See* Content versus context, Installment credit, 12–15 Interest, computing, 59–60 IRA. *See* Retirement plans, Individual Retirement Account

K

Key concepts, 267–268 "Know Your Customer" policy, 113

L

Learning organization. *See* Customer service. Loans: business, 12–14 long-term, 14 other credit services, and, 11–12 secured and unsecured installment, 15 short-term, 13 types of, 8–9, 26

М

Market share, 217-230Marketing: business development, versus, 120-126 customers, and, 206 increduction to, 206-208 vlan, 209–212 Monetary policy, conduct, 31 Money: creation of, 5-6 development of, 2 Money laundering, 99-102, 108, 116–117. See also Bank Secrecy Act Money Market Deposit Accounts (MMDAs). See Savings accounts

N

NOW accounts. *See* Transaction accounts.

0

Obligations, ethical, 155–159 Office of the Comptroller of the Currency (OCC), 29, 33, 38, 70, 98

Office of Thrift Supervision (OTS), 38, 70, 98 Online access, 22 Open market operations, 31 Opt-out provision, 71, 82, 87–91

P

Pareto's Law, 216-217 PATRIOT Act, 100, 104-105, 111, 115 Point-of-sale (POS), 22 Privacy: See also Regulations notices, 70-71, 74-76, 78-82. See also Opt-out provision policies, 73-74 records, 71-72 Product: decisions, 221 development 222 life cycle, 223 price and value, 220 strategies, 225-226 Public relations, 238 Publicity, 239

Q

Quality team, 246

R

Regulations: how laws become regulations, 28–29 importance, 28 privacy, 70–91 exceptions, 78, 80 penalties, 94 Regulation B, 29, 68–69 Regulation CC, 64–66. *See also* Transaction accounts, Check Clearing for the 21st Century Act Regulation D (Reg D), 44, 59 Regulation DD, 66 Regulation E, 67 Regulation Q (Reg Q), 44 Regulation Z, 69, 95 Regulatory agencies, 29-30, 41, 98, 101 record-keeping and reporting, 103-104 state, 29, 41 Remote terminals, 20 Required disclosures, 67. See also Regulation E. Reserve requirements, 5, 31, 46, 51 Retirement plans, 9, 17–18 401(k), 17 Individual Retirement Account (IRA), 17-18, 247 Return on investment (ROI), 248 Right to Financial Privacy Act (RFPA), 73-74, 92-94, 105

S

Safe deposit boxes, 18 Saving accounts, 10, 48, 50-56, 228-229 money market deposit accounts (MMDAs), 10-11, 52-54 regular, 10 savings deposit accounts, 50 time deposit accounts, 55-58 certificates of deposit, 50, 55-56, 219 club accounts, 56 other types of, 57 Supervision: administrative, 174 advanced, 186-187 See also ADA, EEOC confidentiality, and, 195-196 conflict management, 196-197 disability(ies), defining. See Americans with Disabilities Act

discrimination law, and. See Equal Employment Opportunity Commission employee development, 197-198 job training, 198 succession, planning for, 199 communication and, 175-178 delegation and reporting, 178-183 employee recognition, 181-183 staff meetings, 180-181 status reporting, 179-180 performance, 182-183, performance improvement and, 199-201 project, 173-174 project management skills, and, 183-186 task, 172–174 Suspicious Activity Reports (SARs) 101-103, 107. See also Bank Secrecy Act. Attp://wr

T

Technology, 7, 69, 73, 50, 236 Telephone transactions, 23 The Fed. *See* Federal Reserve System Transaction accounts: cash management, 17 checking accounts, 46–48 defined, 46, demand deposit accounts (DDAs), 46–48 NOW accounts, 36, 48–50 Regulation CC and, 64–65 types of, 8–10 Transfer of funds, 18, 22 Truth in Lending. *See* Regulation Z Truth in Savings *See* Regulation DD

W

Wire transfers, 23, 25, 100, 103, 108, 110–111 Workgroup(s): customer service, 244, 246 quality circle, 246 supervision of, 173–174, 194–197 http://www.bookshop.com