

TRAINING SPRINTS

HUMAN INTELLIGENCE

ADVANCED BUSINESS DEVELOPMENT METHODS IN FINANCE

LECTURER	Luca Signoretti
LENGTH	3h
LEARNING GOAL	Understand and leverage the reasons why clients decide to work with you or not.
PS FRAMEWORK	Behavior / Group
CPD ACCREDITED	Yes (3 credits)
LANGUAGE	English (on-demand in French and Italian)
BENEFICIAL FOR	All investment professionals with commercial duties
SPRINT STRUCTURE	90min input + 60min deliberate practice, reflection and implementation planning
FORMAT	Online (Zoom or Awarenow)
COSTS	EUR 250 per participant
MINIMUM SIZE	6 participants (even number for role-plays pref.)

OCTOBER 27th, 2021 / 10 A.M. CET /

DESCRIPTION

At the end of the day, your success in the business is defined by your clients. Whatever expertise you might count on, cannot compensate for the lack of paying clients in assuring the sustainability of your business. A clients' choice to work (or continue to work) with you or not is significantly influenced by simple behavioral rules. Knowing how to leverage them gives you a critical competitive edge in growing your business.

You will learn how to fully understand your client's mindset, behaviors and expectations to better satisfy their needs.

PROGRAM

PART ONE

BEST PRACTICES (90min)

- Understating the decision-making process any client goes through
- The client's decision influencing factors you must know about
- Selecting the right client approach
- The key psychological levers to convince new clients to join you
- How to maintain great relationships with existing clients

PART TWO

BREAK (10min)

DELIBERATE PRACTICE (60min)

Participants will apply the learning within their own professional context, in order to come up with implementable solutions to grow their client base.

LESSONS LEARNED (10min)

NEXT STEPS (5min)

FEEDBACK FORM (5min)