



TRAINING SPRINTS

HUMAN INTELLIGENCE

STRATEGIC BUSINESS DEVELOPMENT PRINCIPLES IN FINANCE

LECTURER	Luca Signoretti
LENGTH	1.5h
LEARNING GOAL	Learn the reasons why clients decide to work with you or not and leverage them to attract new clients.
PS FRAMEWORK	Behaviour / Group
CPD ACCREDITED	Yes (1.5 credits)
LANGUAGE	English (on-demand in French and Italian)
BENEFICIAL FOR	All investment professionals with commercial duties
SPRINT STRUCTURE	45min input + 45min deliberate practice, reflection and implementation planning
FORMAT	Online (Zoom)
COSTS	EUR 149 per participant
MINIMUM SIZE	5 participants

October 12th, 2023 /3 p.m. – 4,30 p.m./

DESCRIPTION

Ultimately your success in the business is defined by your clients. Whatever expertise you might deliver, 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 clear 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 and generate more business.

PROGRAM

PART ONE

BEST PRACTICES (45min)

- Understanding the decision-making process any client goes through
- How to connect with new clients
- 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

DELIBERATE PRACTICE (25min)

Participants will apply the learning principles within their own professional context, developing their implementable solutions to grow their client base.

LESSONS LEARNED (10min)

NEXT STEPS (5min)

FEEDBACK FORM (5min)

