

Commercial Excellence Programme

FOR YOUR SALES & MARKETING TEAMS



THE CHALLENGE

To win business in today's fiercely competitive market landscape, "good" is not enough. Asset Managers need outstanding Sales & Marketing teams with an in-depth knowledge of their business, acute awareness of client business needs, and exceptional communication skills.

THE GOAL

Train your RMs to get the most out of your bank's extensive service offering and hone their client engagement skills to stand out from the street and win market share.

THE SOLUTION

Select [Intuition](https://www.intuition.com) as your strategic learning partner and run a Commercial Excellence Programme.

Combining our award-winning digital tools with an intensive workshop led by seasoned professionals, the programme is a unique opportunity for your team to take their technical knowledge and delivery skills to the level of excellence required.



info@intuition.com



+44 (0)20 7337 3450

Commercial Excellence Programme

FOR YOUR SALES & MARKETING TEAMS



INTUITION®

WHAT WILL BE COVERED?

Topics and development areas

Strategic Relationship Management

- Becoming a Thought Leader
- Having Strategic Conversations
- Advisory Mindset
- Breadth/Industry Knowledge

Technical Skills

- Risk Management
- Debt Advisory Mindset/Structuring
- Equity/Convertibles
- Ratings
- Legal/Documentation

Personal Skills

- Excellent meetings
- Negotiation
- Difficult Conversations
- Pitching to Win
- C-Suite capability/NEDs
- Confidence
- Managing Change

TRUST THE EXPERTS

We are a global leader in knowledge solutions, serving top corporate and public sector organisations worldwide for over 35 years. Our acclaimed financial education offering can be tailored to your needs, empowering and motivating your employees to drive engagement and win business.

For inquiries or to learn how our Commercial Excellence programme can benefit your organisation, please contact us at:

info@intuition.com



+44 (0)20 7337 3450

