CLIENT RELATIONSHIP MANAGEMENT SKILLS

FREE EVENING TALK

27 Feb 2014, Thu
7pm - 9pm
M Hotel Singapore
81 Anson Road Singapore 079908

EVENING TALK

Attend the evening talk and engage with the Keynote Speaker and a panel of expertise who will discuss on the key essence of Client Relationship Management for success in the Private Banking sector.

Participants will also have the opportunity to have an overview of the application of science-based tools and practical techniques in adopting a sound approach to “pitch and win”.

KEYNOTE PRESENTATION

Client Relationship Management Skills are key in building understanding and reading signals that current and prospective clients give. The application of appropriate techniques will enhance one’s ability to develop and manage relationships more effectively. Keynote Speaker Alan Hudson will give his perspectives on the essence of “What”, “How” and “Why”.

FREE REGISTRATION

RSVP by 20 Feb 2014
\[ e: \text{EraAgust@NAA.edu.sg} \]
\[ t: 6738 2910 \]

Confirmation of seats on a first-come-first-served basis

2-DAYS WORKSHOP

17 & 18 Mar 2014, Mon & Tue
9am - 5pm
M Hotel Singapore
81 Anson Road Singapore 079908

SYNOPSIS

Client relationships are based on human interaction. Reading people and behaviour and knowing how to adapt our own approach, style and language is at the core of building and improving effective and sustained client relationships.

This two-day program will help you develop and optimise business relationships with your clients. We will show you the ‘make or break’ factors behind client management success. These skills are essential for building profitable client partnerships for senior client-facing and/or private client advisory roles in professional and financial services.

Learn & practice these skills in a safe environment with psychologists and skilled trainers:

- Understanding my own motivations triggers and preferences
- Key dynamics of face to face meetings
- Pitching your proposition with real relevance
- Develop winning approaches to confirm the ‘deal’
- Reinforcing new skills back in the real world
- Identifying my style and its implications for business relationships
- Tools for client connection and engagement
- The Psychology of selling complex services
- How to ‘read’ clients and their motivations
- Developing improved relationship skills – scenarios and skills
- Creating personal action plans

We use science-based tools and practical techniques, with lively presentations to make this fun, interactive, effective and engaging:

2-DAYS WORKSHOP FEE

Early Bird Discount for 2-Days Workshop on Client Relationship Management Skills, 17 & 18 Mar facilitated by Alan Hudson

Register by 28 Feb 2014 for Early Bird Discount
S$350 + GST
Normal Rate
S$550 + GST

REGISTRATION

\[ e: \text{EraAgust@NAA.edu.sg} \]
\[ t: 6738 2910 \]
KEYNOTE SPEAKER & WORKSHOP FACILITATOR

Mr Alan Hudson
Managing Director
EI Asia Pacific

Alan is co-founder and Managing Director of EI Asia Pacific, a behavioural science based consultancy specialising in People Behaviour, Strategy and Performance, and Paul Ekman Training in Emotional Skills and Deception Detection.

Alan trained as an organisational psychologist and has practised as a management consultant, business psychologist and management facilitator for over twenty-five years. His focus is the application of sound psychological techniques and extensive practical experience, to business and management solutions implemented through capable leaders and people.

Alan has consulted to organisations in Australia, the UK and SEAsia as diverse as AMP Capital Investors, Westpac, Colonial First State, PriceWaterhouse Coopers, KPMG, Australian Broadcasting Corporation, News Limited and Emirates Airlines.

He is a registered psychologist and is Adjunct Associate Lecturer at the School of Psychology, University of NSW Sydney, for his services to the profession and the development of young psychologists.

Alan has also been featured on Australian media notably 4BC in Brisbane, the ABC’s Radio National, and other radio outlets.

MODERATOR

Mr Damian Scanlon
MBA Director
The University of Adelaide

Damian has had over fifteen (15) years senior executive experience working for major Australian publicly listed companies mainly in the aviation (TNT/Ansett) and mineral processing industries (Adelaide Brighton Ltd & FCT Ltd), with short stints in the banking (ANZ) and oil (Amoco) industries early in his career. Positions held included senior executive management roles, including CEO, and board positions in subsidiary companies as well as holding group and general management positions at the state and national level. This required extensive travel throughout Australia, Europe, North America and Asia. His roles have seen him based in Canberra, Sydney, Melbourne and Adelaide.

Since leaving the corporate environment in late 1998, Damian successfully pursued a number of entrepreneurial opportunities in the aquaculture and property industries, both as a shareholder and Executive Director. In January 2009, Damian was appointed COO of the Royal Institution of Australia Inc (RIAus) and effectively established this organisation from the ‘ground up’ taking it from 3 to 22 employees and fully implementing its vision.

In January 2012, he was appointed MBA Director at the University of Adelaide. Damian holds a Bachelor of Economics and Master of Business Administration.
Mr Andrew McLachlan
Director
International Centre For Financial Services
The University of Adelaide

Andrew has over 20 years experience in the financial services industry. He has held senior leadership and executive positions in national financial service groups including Tower and IOOF. His responsibilities have included being the Chief Executive for Australian Executor Trustee’s personal trust business.

He is a Fellow of the Taxation Institute of Australia and the Financial Services Institute of Australasia. He has served on the national executive of the Trustee Corporations Association of Australia and on the compliance and investment boards of the Financial Services Council.

Prior to taking up executive appointments, Andrew worked as a lawyer specialising in superannuation, banking and finance law. He holds a Bachelor of Laws from the University of Adelaide, a Master of Laws from the University of Edinburgh and a Master of Business Administration from the Australian Graduate School of Management (University of Sydney and University of NSW).

Andrew is a non executive director of Cavendish Superannuation and the treasurer of St John Ambulance (SA). He is also a specialist external member of the audit committee of the Norwood, Payneham & St Peters’ Council as well as the Highbury Landfill Authority.

Andrew has served in the Australian Army Reserve as a legal officer for over 15 years which has included service in Afghanistan. He holds the rank of Colonel and specialises in conducting administrative inquiries. In 2007 he was awarded the Conspicuous Service Cross in the Queen’s Birthday Honours list for his outstanding services as the leader of the panel of South Australian Army lawyers.

His areas of expertise include senior executive leadership, financial services, corporate governance, risk management and compliance. He continues to practice in administrative and trust law.

Mr Cédric Stadelmann
Director
NS Global Management Pte Ltd

Established in Geneva in 1964, Notz Stucki is one of Europe’s largest wealth management companies. With over 40 years’ experience in managing portfolios, the NS Global Management Pte Ltd offers its clients financial services that include discretionary management, investment advice and investment funds. Having pioneered the concept of selecting the best managers, Notz Stucki develops made-to-measure solutions for both private and institutional clients. The NS Global Management Pte Ltd is present in the world’s major financial centres.

Cedric held senior positions as Director and Client advisor in companies such as Bank of Singapore Limited, Bank Pictet & Cie (Asia) Pte Ltd, Singapore,UBS AG Singapore, desk EAM in the areas of investment advisory, discretionary mandates and products, asset allocation and advising on securities.