



How A Wealth Manager Is Winning More IFA Business

The sales team of our client, a major Wealth Manager, needed to meet with more IFA's. With RDR only 18 months away there is a window of opportunity to work with new IFA's and win new assets.

The team were seeing an average of 26 new IFAs each month and a high percentage then place business with them. The target was to help the team increase the number of meetings by 50% within 2 months.

Research shows that 95% of sales people are reticent to call business prospects they haven't spoken to before and ask for a meeting! Making unsolicited calls makes most of us naturally uncomfortable.

Yet the reason is simple -we don't know how to it! And the solution is equally simple. By understanding how to successfully transfer their own personality during a call, the majority of sales people can immediately overcome all their 'phone-phobias' and dramatically increase their appointment statistics.

We led a one day tailored training workshop to coach the team on how to significantly increase their success rate with the telephone. The following day each person was coached 1 to 1 as they applied what they learnt to make actual appointments. Out of 10 IFA decision makers' they had not spoken to before, the team of 5 sales people set 8 meetings = 80% conversion from cold.

Participant comments:

- *It has helped in a big way. Particularly liked the way the structure was moulded to my own personality. Learning how to be myself over the phone was crucial and how to structure the call comfortably and effectively.*
- *Has met all my objectives!*
- *I normally hate these types of training sessions but this one was a massive help.*

We are providing ongoing coaching to ensure new skills and confidence continues to grow and the new, higher level of meetings is maintained.

Powerhouse Partnership, A referral based company, helps sales people and professionals win new business and increase organic revenue growth. Powerhouse partners design and lead sales and marketing transformation programmes that focus on how clients buy rather than how a company sells.