

First Creation Consulting

Business Development Skills

**Case Study
Retail Client**

**GWS International
(IFA)**

**Salesperson Brief
(Derry Asset Management)**

Situation

You are a Sales Manager with Derry Asset Management

You have been trying to get an appointment with the Sales Manager at GWS's regional office in London for months. Eventually an initial fact find appointment has been booked to begin developing the relationship with this company.

The Sales Manager is responsible for deciding which products will be added to the panel and recommends them to all IFA's.

Background

GWS are a national IFA, with strong links to Derry in Europe, but a weaker link to the business in the UK. They have a number of regional offices with IFA's in each and are capable of writing a lot of investment business.

The quarterly research is carried out by the Sales Manager with recommendations being made to all IFA's.

They currently have the Asia Growth fund on the panel. This is a legacy decision dating back to when they were Thomsons, pre-restructuring to today's entity of becoming GWS.

Since the recent restructuring Derry have found it very difficult to penetrate GWS and secure any business.

Their RI's tend to be quite sales focused, and their client bank is the more mature high net worth individuals.

Meeting Brief

Please prepare to meet with the Sales Manager.

Your objectives for the meeting are to:

- Introduce yourself & Derry. Build rapport and credibility in the Derry brand.
- Identify any client needs and gain commitment to a follow up meeting.

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Client Brief

Situation

You are the Sales Manager at GWS's regional office in London. After months of putting them off you have agreed to a meeting with the Sales Manager from Derry Asset Management.

As the Sales Manager you are responsible for deciding which products will be added to the portfolio and subsequently recommended by all IFA's in your regional branches.

Background

You are well aware of Derry from the links with your European parent company, but you are not sure about their UK capabilities.

You are aware that the Derry Asia Growth fund has remained on your panel from a legacy relationship with Thomsons. It was not yourself that agreed to this.

You would be interested to find out more about what they have to offer, but don't like to feel you are being 'sold' to. You are most interested in their UK capabilities.

You are interested to find out how they run money and who Derry in the UK really 'are'.

Your clients are considering re-investing in the markets having been scared away by poor performance. Your typical clients are in the more mature bracket and are reasonably sophisticated. They are looking to get back into the UK market, but with a reduced risk. They would also like some income from their investments.

Your other business tends to consist of SIPP and SASS investments, pensions and individual equities so you are quite knowledgeable about most investments.

Currently you conduct most of your business with Fidelity however you are not happy with their core equity income products.

Meeting Brief

Please prepare to meet with the representative from Derry.

Please respond to any questions asked providing the relevant information; however please do not be too forth coming with information if not asked.