

High-Impact Prospecting and Networking

A One-Day Workshop to Build a Strong Network of Centres of Influence and Prospects

Join your industry peers and enhance your professional development

One of the greatest challenges and highest priorities financial organisations face is proactively capturing business from the commercial market. These new business relationships are established by building a network of centres of influence and through the prospecting efforts of an organisation. To be most successful at commercial sales, relationship managers must be highly skilled in identifying key centres of influence, targeting valuable prospects and converting calls into appointments.

Attend our one-day workshop and gain the skills needed to:

- Build a network of centres of influence to obtain qualified leads.
- Target a list of prospects that is based on industry segments.
- Create effective value statements that show how your organisation is superior to its competitors.
- Call with a compelling reason to capture the appointment.
- Maintain a strong pipeline by continually engaging in centres of influence activities.

Topics to be covered:

- Developing value statements to identify the competitive advantages your organisation can bring to the marketplace.
- Building centres of influence to identify effective referral sources and establish productive relationships through a systematic approach to managing the network.
- Developing a prioritised list of prospects to contact in order to build a robust pipeline.
- Planning and practicing initial contact interactions.
- Developing an action plan for building high-impact prospecting and networking with existing and new prospects.

This workshop is for:

Business Development Managers, Sales Managers and Relationship Managers who have responsibility for commercial and business customer acquisition.

Location and Date:

Sydney:
25 March 2009
OR
23 September 2009

Melbourne:
26 March 2009
OR
24 September 2009

Auckland:
17 March 2009
OR
16 September 2009

**Omega
Performance
improves business
by empowering
people with the
knowledge, skills
and behaviour
to achieve
outstanding
results.**

High-Impact Prospecting and Networking

9:00 AM – 4:00 PM

Fee: \$690 plus GST per participant

Omega
PERFORMANCE

About our facilitators:

- **Lisa Smith**, Omega Performance Consultant for Asia/Pacific, has worked with a range of Omega's key clients throughout Australia, New Zealand, Asia and South Africa over the last 10 years. She has consulted predominately with global organisations dealing in business-to-business relationships. Her focus has been on business acquisition and developing existing relationships. Lisa has significant experience with various industries, having held positions in the areas of business development and relationship management. She is accredited in Project Management through George Washington University.
- **Michael Harris**, Omega Performance Consultant for Asia/Pacific, has 22 years of experience in learning and development. Michael has worked with major clients across a range of industries and has scored consistently high participant evaluations. Michael's roles have encompassed design, delivery, needs analysis and project management throughout Australia, Asia and the UK. His specialisation in skills and people development includes coaching at the executive level. Michael has worked extensively with managers and frontline staff to implement business and personal training solutions that focus on increasing personal effectiveness in sales and service performance.

VENUE

- Sydney, Australia**
Wednesday 25 March 2009 or
Wednesday 23 September 2009
- Melbourne, Australia**
Thursday 26 March 2009 or
Thursday 24 September 2009
- Auckland, New Zealand**
Tuesday 17 March 2009 or
Wednesday 16 September 2009

REGISTER NOW

To reserve your place in the workshop either:



Georgina Terizis
+61 2 9236 8400



Web: <http://www.omega-performance.com/rsvp/Australia-HIPN09.asp>

Email: AP.info@omega-performance.com

Omega Performance *Improving Business*

Omega Performance improves business by empowering people with the knowledge, skills and behaviour to achieve outstanding results.

Since our founding in 1976, Omega Performance has enabled more than 2 million people in over 2,500 financial services organisations around the globe to make immediate and lasting changes in how they perform.

Omega Performance's consulting, performance improvement, and coaching solutions span leadership, commercial and consumer lending, commercial and consumer sales, sales management, customer service, wealth management and private banking and contact centres.

We pair our deep financial services industry expertise with a keen understanding of your organisation's particular performance issues to ensure a results-focused solution. With a network of over 250 consultants, facilitators, instructional design experts and developers around the world, Omega is able to provide in-depth local expertise supported by an extensive global network.

Omega's continuous research into the future of the financial services industry has helped shape innovative performance improvement strategies within many of the world's major financial services companies. While our culture of thought leadership encourages us to explore new concepts and solutions, our strategic focus never varies: delivering competitive advantage for your organisation's business success.

Headquartered in Charlotte, North Carolina, USA, Omega Performance also serves clients from major offices in over a dozen countries around the world.

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www.omega-performance.com

Cancellation Policy: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund will be made for cancellations received in writing (letter, fax, email) up to two weeks prior to the event. Regrettably, no refunds can be made less than 15 days before the event. For any event cancelled by Omega Performance, registration fees are fully refundable.

Privacy policy: The personal information shown on this brochure provided by you will be held on a database.

Team Discounts: For three or more participants please call +61 2 9236 8400 for details.

Program: Omega Performance reserves the right to alter the venue &/or speakers.