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## **Banking Sales Training Specialist to lead Rhema Group expansion into Banking Sector**

The speed of change in the Investment Banking and Private Banking sectors which is driven by the need of retail, institutional and private clients seeking more sophisticated structured products has meant that banks are re-evaluating their conventional sales training.

Straight forward product selling skills for frontline sales people, focusing on a narrow range of products, are not sufficient to achieve long term sustainability. New relationship management and consultative selling skills are required to cross-sell and up-sell the vast range of hybrid products now available. Product specialists have to be involved in a total team approach to co-creating solutions for clients, and their knowledge needs to be imparted faster and more efficiently than ever before, due to the increasing demand for tailor-made products.

Recognising these key changes in the banking sector Rhema Group has appointed Sylvia Ashley to lead its expansion into the provision of more sophisticated sales training for investment and private banks.

“From her background in Senior Sales and Marketing positions within leading Investment Banks, and her extensive contacts in the banking sector, Sylvia is extremely well placed to lead our global team of banking sales training specialists to satisfy the growing demand from the market,” commented Rhema Group MD, Jeremy Francis.

Sylvia Ashley added – “In conjunction with Rhema Group, I carried out extensive market research into the sales training needs of global investment and private banks in 2006, and we are now ready to pass on the valuable insights we have gained in our sales training programmes for international banks. I look forward to spear-heading this exciting new sales training initiative around the world.”

For more information contact Sylvia Ashley at Rhema Group 01634 290805 or at [hq@rhemagroup.com](mailto:hq@rhemagroup.com)

## Notes to Editors

**The Rhema Group** [www.rhemagroup.com](http://www.rhemagroup.com) is a highly respected and well-established UK human resource development company which also operates globally. Founded in 1985 by MD Jeremy Francis, Rhema (a name derived from the Greek for *inspired word*) has won a solid reputation for innovation, quality and reliability of delivery of people development and performance.

Focusing on Talent Development, Management Development, Performance Management, Customer Service and Selling Skills, Rhema provides on a 24/7 basis customised and blended solutions involving business consultancy, assessment/psychometrics, training, coaching, software and E-learning (via internet and client intranets).

Rhema Group includes a roster of talented and experienced UK consultants, and through 25 international partners of best practitioner status in Europe, USA, South Africa, Australia and S.E. Asia, Rhema delivers proprietary products and services globally in a variety of languages – in particular to multinationals looking for high quality, customised and consistent international roll-out of centrally mandated people development programmes and assessments. Clients include Microsoft, Société Générale, Reed Business Information, BOC Group, International Financial Data Systems, Institution of Civil Engineers and leading Dutch vendor lease organisation De Lage Landen.