



INFORMATION

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Maximising personal impact when selling financial services: tailored training from Rhema Group

Banks and Financial Services companies are increasingly in the business of selling complex solutions, and Rhema is putting its impressive training experience in this area into creating programmes for developing the right skills and confidence.

Rhema has successfully completed a project for the Asset Finance Division of Société Générale Corporate & Investment Banking to create and deliver fully customised training for the Bank's specialists who sell this Division's complex, tax-related financial solutions to the Treasurers, FDs and Tax Managers of the Bank's client companies.

The required goal was to equip participants with all the knowledge, tools and techniques required to optimise their impact. The training improved influencing, consulting, and communication skills when presenting ideas to clients and managing follow-up client meetings.

Rhema Director William Burton said: "This programme did not stress selling skills, but focused very much on maximising personal impact when relating to high level client contacts. Vital elements which this instructor-led Rhema training dealt with included understanding the part emotion plays in business decisions, reading people - responding to their needs and managing reactions effectively - identifying the client's buying influencers and responding with the best influencing style".

Contacts....

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Notes to Editors

The Rhema Group 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, Sales Training and Skills Development, 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 15 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. Rhema also has a growing number of strategic partnerships through which it offers best-in-class tools which complement expert training and development – such as profiling and assessment, online 360-Degree Appraisals and tailored employee surveys. Rhema 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.

Société Générale

Société Générale is one of the largest financial services groups in the euro-zone. The Group employs more than 103,000 people worldwide in three key businesses:

- Retail Banking & Financial Services: Société Générale serves more than 20 million individual customers worldwide.
- Global Investment Management & Services: Société Générale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 1,516 billion, June 2006) and under management (EUR 397.2 billion, June 2006).
- Corporate & Investment Banking: Société Générale ranks among the leading banks worldwide in euro capital markets, derivatives and structured finance.

Société Générale is included in the five major socially-responsible investment indexes.

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Société Générale Corporate & Investment Banking

Present in over 45 countries across Europe, the Americas and Asia, Société Générale Corporate & Investment Banking is a reference bank specialising in:

- Euro capital markets. A top ten player in debt and equity segments (bonds, securitisations, syndicated loans, equity-linked and equity issues).
- Derivatives. Among the world leaders in equity derivatives and in many interest rate, credit, foreign exchange and commodities derivatives.
- Structured finance. A worldwide leader in export, project and structured commodity finance.

Combining innovation and quality of execution, Société Générale Corporate & Investment Banking provides corporates, financial institutions and investors with value-added integrated financial solutions. www.sgcib.com