

The Financial Services ICT Solution Sales & Marketing Plan

Course Leader: Neil G MacArthur, Director of Strategy, Industry Direct Ltd (IDL)

Who is it for?

Sales, marketing and business development executives with IT or communication companies who need to rapidly achieve significant results from limited resources.

Why Financial Services?

The finance sector is the largest market for information and communications technology with an estimated \$120billion European market spend in 2008. However, due to the subprime impact on IT budgets, it is now important to be very focused as only the most compelling propositions are being funded.

There are several compelling finance sector investments, which are driven by clients, insurers, auditors, government and regulators that automatically go to the top of the list and they are the focus of this Intellect *Understanding & Engaging Markets* training event.

How do you benefit?

A structured step-by-step presentation and interactive discussion of the Financial Services Sales & Marketing Plan using best practice. The main benefit is to accelerate the delegate's company into understanding and selling into the finance market by providing an already formatted Financial Services IT Sales & Marketing Plan that will be easily customized to the delegate's organisation after the event.

What is the course outcome?

This expert facilitated training event provides the delegate with a comprehensive Financial Services Sales & Marketing Plan for ICT solutions and services. The plan demonstrates the compelling issues in the finance sector, the business case for customer investment, the solutions based upon best practice, the main target markets and decision makers, with a recommended action plan to generate demand quickly.

Course Overview

- 0930 Registration at Intellect London reception
- 1000 Introduction to training objectives and agenda
- 1015 Finance sector overview

- 1045 **Step #1** Finance market issues & business case
1130 **Step #2** Solution sets
1200 **Step #3** Recommended sales objectives
1230 Lunch
1300 **Step #4** Target markets, decision makers & influencers
1330 **Step #5** Recommended sales & marketing action plan
1400 Review, assessment & close

Who is leading the course?

Neil G MacArthur is Director of Strategy & Training at IDL, the Thought Leadership IT and communications analyst. Neil MacArthur is a senior practitioner analyst who has also delivered over 10,000 delegate days of IT vendor training in Sales & Marketing Planning worldwide based upon the very successful IDL *“Repeatable Solution Sales”* planning framework.

Course materials

All delegates will receive a paper copy of the course materials with space for notes plus a Word file of the Financial Services Sales & Marketing Plan that allows for fast and easy customization after the training event.

What Have Been The Comments From IDL Training?

“Very lively & passionate speaker” “Enthusiastic & interesting” “Very informative” “Facilitator is a great communicator and relayed the message effectively”.

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	Half day
Time	09:30-14:30
Fee	Intellect members £295+VAT non-member £495+VAT