

Leveraging “Financial Services” Governance, Risk Management & Compliance for New ICT Solution Sales

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

Why Governance, Risk & Compliance in Financial Services?

The Financial Services industry has become increasingly aware of critical risks including market, credit and liquidity, in conjunction with new laws and regulations. The pressure for improved governance, risk management and compliance (GRC) is being driven by clients, insurers, auditors, government and regulators.

The regulators include the Financial Services Authority (FSA), who will give way to a new regulatory regime in 2011, and the US Securities & Exchange Commission [SEC] who is becoming progressively more influential in the UK market particularly for US registered firms or those trading in the USA. Some ICT opportunity examples include:

- SEC 17CFR Pt 242: new realtime audit trail for electronic trading
- FSA Retail Distribution Review: new rules for IFAs costing >£300M for ICT
- FSA Single Customer View: new deposit taker rules with an ICT cost of >£1Bn.

In today's market, the greatest dependency is the ICT support for these business critical processes and reporting systems, yet budgets are restricted. So the challenge introduced and resolved by this training workshop is how to balance limited funds with compelling reasons to act.

Who is it for?

Sales, marketing and business development executives with ICT companies who need to rapidly achieve significant results for Financial Services GRC management solutions from limited resources.

How do you benefit?

Delegates will experience an interactive, step-by-step presentation of the Financial Services GRC Sales & Marketing Plan for new ICT solution sales using best practice. The main benefit is to accelerate the delegate's company into understanding and selling into the finance GRC market by providing a pre-formatted Financial Services ICT Solutions Sales & Marketing Plan that will be

easily customized to the delegate's organisation after the event.

Course Outcome

This expert facilitated training event provides the delegate with a comprehensive Financial Services GRC Sales & Marketing Plan for ICT solutions and services. The plan demonstrates the compelling issues, 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 and coffee
- 1000 Introduction to training objectives and agenda
- 1015 Finance GRC overview
- 1045 **Plan Step #1** Financial Services GRC issues & business case
- 1130 **Plan Step #2** GRC ICT solution set
- 1200 **Plan Step #3** Recommended sales objectives
- 1230 Lunch
- 1300 **Plan Step #4** Target markets, decision makers & influencers
- 1330 **Plan Step #5** Recommended sales & marketing action plan
- 1400 Review, assessment & close

Course Leader

Neil G MacArthur is Director of Strategy & Training at IDL, the Thought Leadership ICT analyst. Neil MacArthur is a senior practitioner analyst who has also delivered over 10,000 delegate days of ICT vendor training in Thought Leadership 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 real-world documentation showing the GRC issues that allows for a fast start after the training event.

The "In House" Training Option

If the Intellect member company has more than 5 delegates who wish to attend the Financial Services GRC Sales & Marketing Plan training then it can be delivered at the company's location to save travel costs and provide a training event that will focus upon the individual company and its solutions.

Please contact katie.cope@intellect.uk.org for an "in house" training proposal.

Testimonials from other IDL courses

"An extremely useful course, well presented and delivered by someone that really understands the issues!" **Andrew Tavener, Marketing Manager, Eduserv**

"This course was extremely valuable. I believe that I now have the necessary understanding, perspective and outline-plan to move forwards with my own attempt at selling my company's (which is an SME) services to parts of the public sector." **Kate Craig-Wood, MD, Memset Ltd**

"I found the course refreshing and it gave me ideas on a fresh approach to promoting our services; it was nice that it was a small group attending - concepts and opinions could flow freely." **Bill McCumiskey, Business Development Manager, DNV IT Global Services Ltd**

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	Half day
Time	10:00-14:30
Fee	Intellect members £295+VAT non-member £495+VAT