

# SHARPENING SKILLS

I AM THE BRAND



Pramerica  
MUTUAL FUND

With cut throat competition and the ever increasing complexities of the Financial Advisory space, it has become imperative for an individual to differentiate himself from the rest and to do so one has to build a distinctive image in the customers mind. This image is called Personal Brand.

Simply speaking Personal Branding is the clear picture that comes to the mind of the customer when he thinks of a particular individual. Although, a good brand image is important for a business, its importance in Financial Advisory space can hardly be overemphasized. The reason is, when it comes to financial services the first and foremost expectation of the client is to avail services from a trustworthy advisor. Personal brand building can go a long way in helping the advisor in building such an image.

Whether we realize or not, your brand is being built in the mind of your customer with every interaction you make. However, are you sure this is the right image that you want to build?

In order to help our associates understand brand building and how it can help create the right image in the mind of the customers we, at Pramerica Mutual Fund, have developed a workshop titled **"I am the Brand"**

## Highlights of the workshop -

- Role of sales and marketing material in brand building
- Brand building pitfalls to be avoided
- Business etiquettes
- Focus on inexpensive ways of brand building

The focus of this workshop is on how to develop a systematic approach towards branding. It does not get into the realm of advisory and selling skills.

If you would like to attend this workshop please get it touch with your relationship manager.

#### Disclaimer

1) Program content is only for professionals and its implementation and results thereof are sole responsibility of participants. Pramerica AMC cannot be held responsible for content or implementation related issues.