



COMMERCIAL ACUMEN



INTERMEDIATE

For experienced practitioners who have a sound understanding but would like to further improve their skills.



4 CPD Hours

Course overview

What makes you different from all of the other providers of legal services in New Zealand? Do you really know your clients, their businesses and aspirations? Are you making the most of your internal referral network or do you not have one? Why aren't your clients asking you to do more for them?

You will be amazed at how the simplest of changes can make a world of difference to your business processes. This unique research based session will provide you with the knowledge and tools to open up your business and help you build on your existing client base.

Spencer will take delegates on a journey through the importance of the client relationship and how Emotional Intelligence plays a critical part of acquiring and maintaining client relationships in your firm.

This 4 hour session will cover:

- The importance of understanding your clients
- Psychology of behaviour
- Peak performance research
- The importance of asking great questions
- The importance of using a process
- Needs analysis and associated frameworks
- Intent versus commitment



Presenter - Ross Nelson, Partner, PwC

Ross is a Partner with the Private Business team in the Wellington PwC office. He has over 15 years experience providing tax and accounting advice to a diverse range of businesses, from privately owned businesses to large corporates. Ross has daily interactions with business owners and other non-accountants so is adept at communicating financial concepts in plain English. When he gets the chance you're most likely to find him on Wellington's south coast either diving or trying to keep up with his two young boys.