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Synchron attracts 50 young professionals

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Non-aligned dealer group Synchron has recruited more than 50 young finance professionals to attend its Next Generation Sales Conference to be held in November.

"Synchron will have over 50 young attendees at our three-day conference which is aimed at new and recent entrants to the financial advice industry," said Synchron director, Don Trapnell.

"Some of our attendees are reasonably new Synchron advisers or in training at a Synchron practice or looking closely at joining the industry."

Trapnell said the conference will host interactive events with attendees working in small teams. These teams will put their creative skills to the test when they devise strategies to tackle practical adviser issues and present solutions to the conference attendees.

Among the conference speakers are Michael Harrison from Strategies Plus and Nicki Heald from Corptraining. Acquiring new prospects, converting prospects to clients and client retention number among the topics covered at the event.

Several business development managers from other institutions will also be tagging along to the conference, although their role would be as participants rather than marketers at the event.

"We also bring along several BDMs from institutions so that they can mix with young advisers in an informal setting. But we make it clear that they are there to participate and not to discuss business," he said.

This year marks the third anniversary of Synchron's sales conference.

Ruth Liew

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