motem.
confidence connection clarity

Courses to help professionals strengthen their relationships and sell more.

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Motem specialises in creating bespoke sessions for clients depending on their needs.

Our “ready-to-go” courses fall into two categories:

New business

- Secrets of Successful Networking
- Make yourself Memorable
- Influence and Persuasion

Client Retention

- How to Have Challenging Conversations
- Extraordinary Client Service
- How to Fast Track Trust

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Bespoke Courses

One of the reasons Motem has a reputation for results is because much of our work is tailored to specific client needs.

Content is carefully created to support your company's strategic direction, matched to delegates' needs and delivered in a way that suits a variety of learning styles.

There are 3 stages to this process:

1. Design
Research is carried out to find out the challenges that need addressing. This could be done via phone calls, emails, meetings or a day spent shadowing your staff. Material and exercises are created with input from you to ensure their relevance.

2. Delivery
Depending on your needs, this would be a full or half day usually at your premises.

3. Follow up
To make the most of your investment, follow on support to reinforce the new attitudes, knowledge and skills is recommended. Unfortunately, we naturally tend to resist change and without support and accountability, there is a high risk of drifting back to the old ways of thinking, feeling and acting.

Secrets of Business Networking

Become a confident and effective networker

“Three months after working with Melissa, the South West Premier team are 61% ahead of target, whereas this time last year, they were only 8% ahead.”

Frank Mowat Regional Wealth Director, HSBC

How long is the session? The workshop is 3 hours. The interactive talk is 1 hour

How many delegates can take part? Up to 40

Why this? While networking events may be a key route to market for those in the finance sector, many professionals find them unproductive, frustrating and awkward.

Who is it for? It is for professionals who are reluctant networkers and want to become more confident and effective. It is also for those who enjoy networking and want to pick up some practical tips to help them make the most of their time at an event.

What is this? This highly practical workshop is structured around what to do before, during and after a typical networking event.

By the end of the session, delegates will be able to:

- Prepare so that they’re networking with a purpose – using a checklist
- Read body language so they can get started in busy room when they don’t know anybody
- Remember names
- Have the effective 5-step networking conversation
- Finish conversations professionally and gracefully
- Demonstrate their credibility through using stories
- Follow up professionally without being a pest
- Avoid making the one mistake that will ruin their chances of being successful.

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Make Yourself Memorable

Ensure key people remember you and the value you create.

"After working with Motem, I learned that the best way to succinctly explain my job role is to use simple language and metaphors. I use this all the time now, finding that it easily draws others into conversation as they are usually intrigued."

Sybil Pereira, Product Manager for Protection, Coutts

How long is it? The workshop is 3.5 hours. The interactive talk is 1 hour

How many can attend? Ideally 12 people for 3.5 hour session, up to 100 for the hour long session

Why this? Our lead-generating ability is directly correlated to the way we describe our proposition. Given its importance, it is rarely given the attention it deserves. This can mean opportunities are missed as people don't remember what we do or why we're different.

Who is it for? The workshop is for professionals who often get glazed looks when describing what they do. It is for those who want to be able to give a more interesting answer than say, "I'm in accountancy/insurance/banking/financial planning".

What's it about? Having studied what makes some people and their propositions more memorable than others, Melissa Kidd has pulled together 7 principles. This interactive, communication skills session shows delegates how to apply them to their conversations.

By the end of the session delegates will have:

- Techniques to ensure people want to hear what they have to say
- 3 concise, clear and conversational introductions that they feel confident using
- A formula for telling stories that demonstrates credibility
- Worked on a memorable metaphor to illustrate their offering or positioning
- Identified ways to keep strengthening their key relationships – without being a pest
- An understanding of how to avoid being remembered for the wrong reasons
- Increased confidence, motivation to get out there and meet more prospects.

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Influence and Persuasion

"Understanding the 6 principles of persuasion has been incredibly useful and I can see how we can make changes across the business to become more influential."

Mark Newberry, Head of UK Insurance Business Solutions

How long is it? The workshop is 3 hours. The interactive talk is 1 hour

How many can attend? Ideally around 12 people for the 3 hour session, up to 100 for the 1 hour session

Why this? We're all in the business of influencing and persuading. By understanding some of the science behind persuasion and personalities, delegates will improve their chances of buy in, change and success.

Who is it for? It is ideal for those in sales roles who need to influence and persuade colleagues, clients and prospects.

What will it cover? By the end of the session, delegates will be able to:

- Recognise the 4 main personality styles and understand what motivates each of them
- Use the insight to identify the personality styles of their key stakeholders – and those that they struggle to get along with
- Adapt their style of communication to improve their chances of success.
- Avoid switching people off
- Recognise the six scientifically-proven principles of persuasion
- Discern which of the six principles will be the most effective with each personality style
- Apply the principles of persuasion and influence to relevant challenges they face.

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How to Have Challenging Conversations

Tools for talking when it matters most

“This course was fully booked within five minutes. We ended up holding a second session to accommodate more members and still had a reserve list of over 20. It received excellent feedback from delegates and I cannot recommend it highly enough.”

Ellie Rowland-Callanan, Area Marketing Administrator, Insurance Institute of Bristol

How long is the session?
3 hours

How many can attend?
Ideally around 12 people

Why this? Whether it’s dealing with a challenging client, boss or team member, these crucial conversations have the potential to strengthen or weaken a relationship and need to be handled with skill and care. However many people avoid such conversations for fear of saying the wrong thing, saying too much or sometimes not enough. Yet the issue is rarely resolved by ignoring or inflaming it.

Who is it for? It is ideal for those who avoid potentially awkward conversations because of lack of confidence and skill. It is also aimed at managers who spend most of their day having challenging conversations and are looking for some tips and tools to ease the process and get better results.

What will it cover? Delegates will leave with practical tools and phrases to handle tough situations, thorny issues and heated moments. Content includes:

- How to prepare in order that they are clear on what they’d like to happen as a result
- How to spot unhelpful stories and thoughts
- The importance of facts, responsibility and empathy
- How to make sure what they say - is heard in the way they meant it
- What to say during the conversation - using a 3 stage framework and some key practical phrases
- A simple and effective tool to help manage strong or suppressed emotions both in others and themselves.

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Extraordinary Client Service

"The training can easily be tailored to suit the business areas and Melissa takes ample time to understand the business objectives and adjusts the training accordingly thus making a bigger impact on the relevance and learning outcome for our staff."

Paula Cook, Head of Client Services, Marsh

How long is it? The workshop is 3 hours.

How many can attend? Ideally 12 people

Why this? In your highly competitive commodotised market, it's service that differentiates you, builds loyalty and creates advocates. Understanding how to tailor communications and strengthen relationships can make a huge difference to clients' experience and their perception of your service.

Who is it for? It is ideal for those who have a few very important clients. And it is useful for those managing a large number of clients who need to build rapport with a range of personalities.

What is this? This session is a chance for delegates to step out and reflect on the relationships they have with their key clients. It's an opportunity to review how well they know them and how they can strengthen relationships in challenging times.

What will it cover? By the end of the session, delegates will be able to:

- Recognise and deliver the 10 things clients want
- Assess how well they know their key clients
- Distinguish between the 4 main personality styles
- Develop different approaches to building rapport and communicating effectively
- Use words that work
- Address some of the issues that get in the way of creating a good client experience.

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How to Fast Track Trust

"Sometimes I know that I don't trust someone or that someone doesn't trust me but I can't explain why and don't know how to improve the situation. After having been on this course, I have a useful tool to identify what's going wrong in a relationship. Furthermore, understanding the 13 behaviours that build and erode trust means I have a very clear and practical way to develop my own trustworthiness,"

Joe Oliver, Watermark Wealth Management

How long is it?
3 hours

How many can attend?
Ideally 12 people

Why this? Unfortunately the 2014 Edelman Trust Barometer reported that financial services still remains the least trusted sector of all sectors. As the bedrock of any relationship is trust, it is crucial that steps are in place to rebuild it if profitability is to increase.

While many companies make a substantial and important investment in technical training, those that are looking for a competitive edge need to understand how to build trust-based relationships. When professionals are attuned and have the right attitude to creating the ideal client relationship – trust can develop very quickly.

What is this? Using Stephen Coveys' "Speed of Trust" model, this session offers insights on how trust works: how it is built, eroded, restored and fast-tracked.

Describe the 4 components of a trust-based relationship

Assess the level of trust in their key relationships

Understand where to focus their effort to build trust effectively

Describe the 13 trust-building behaviours

Assess their own trust-building behaviour

Create an action plan to develop their own trustworthiness

Understand how to restore trust when it has been eroded

Fast track trust when developing new relationships.

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Why Motem?

Melissa Kidd runs Motem which specialises in helping insurance professionals to strengthen their relationships and sell more. She also works with a range of associates to ensure the material is robust and at the forefront of new thinking and research.

Why Motem?

Subject matter expertise
We have a deep understanding of what makes people tick and communication stick. This combined with an appreciation of the complexity of the finance sector (the insurance industry in particular) is a rare mix.

Relevance
Delegates will always be contacted in advance of the workshop to understand their challenges in order that these can these can be incorporated in the session to make it as relevant as possible.

Highly practical
It is deeply important to us that you're able to put into practice what you've learnt the next day. Theory is kept to a minimum.

Half day sessions
This is to keep concentration levels high. And means that a whole day isn't lost out of the office.

Repeat business
Around 95% of all Motem's business is by referral.

And if that wasn't enough...
Melissa is a Master Practitioner in Neuro Linguistic Programming - because she is endlessly interested in how language affects behaviour. She also has a certificate in coaching from the ICF-accredited organisation Coaching Development - because sometimes one to one support is the fastest way to results.

Motem's clients include the Chartered Insurance Institute, the accountancy group CharterGroup, Zurich, Marsh, NIG, FarmWeb, Gallaghers and HSBC. Additionally Melissa has worked with the leadership teams at Coca Cola and the Royal Mail.

"If you look after your staff, they'll look after your customers. It's that simple."

Richard Branson

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