



4D Group

Broking in the London Market

Who would benefit?

This programme considers the broker's role and some of the essential underpinning technical and interpersonal skills required working in the market. The intent is to examine and learn some of the practical broking skills required to achieve this and improve effectiveness when working with the underwriter.

This programme will be beneficial to all those who are new to broking, or wish to develop their existing skills.

Objective

To understand how the market works and the role of the major protagonists and to describe the role of the broker and work-flow path. To review the key elements of a successful broking presentation, understand the importance of the doctrine of utmost good faith and to understand the importance of meeting client needs through effective negotiation.

Content

Market overview including a brief historical overview
the role of the broker and the underwriter do
the importance of disclosure and the underpinning principles
Presenting to underwriters
The factors that influence the quote
understanding the 'people' issues
The human factor (behavioural styles)
building long-term relationships
A value added service

Duration

One day