

FACT SHEET

Professional Development Session

How to Give Your Business a Smile: Branding and Positioning Fundamentals



The National Finance Institute



What does the course cover?

Branding and positioning are generally poorly understood concepts within the Mortgage Industry. Most mortgage brokers think these marketing strategies are only relevant to larger companies or best left to advertising agencies. This is simply not true.

This session will explain in plain English the fundamentals of branding and positioning as they apply to a mortgage business. You will discover why branding and positioning should be considered key strategic decisions that will impact directly on your success.

Effective branding and positioning can result in business “walking in the door” instead of you “chasing after” business year after year.

This professional development session must be combined with others to create a customised half-day session.

- How branding and positioning work together to generate ‘indirect leads’
- Do’s and don’ts of branding and positioning
- Find out the ‘secrets’ of effective branding and positioning
- Discover how to reposition your business and give it a brand overhaul.

Are there any CPD points available for this session?

This session has been designed to contribute towards the Mortgage Industry Association of Australia’s (MIAA) continuing professional development (CPD) requirements. The CPD points allocated, for each session may vary according to the level of technical knowledge involved. As an indication, mortgage industry related educational workshops are allocated 3 points per day or 1.5 points per session. However, these courses shouldn’t be considered a ‘point accumulation exercise’, but rather a means to create a competitive edge over your rivals.

What happens if I attend, but don’t gain any benefit?

If you attend an NFI professional development course and for any reason it does not prove to be an experience that can help you establish, or greatly improve, your career as a mortgage professional, you will receive a 100% refund upon request at the completion of the course. We make this guarantee because we believe 100% in the results our courses deliver.

Who has this session been developed for?

This session has been developed for new and experienced mortgage brokers. It is also particularly relevant to managers and support staff of aggregation, franchise and other large mortgage companies.

How long will this course take to complete?

This session is one hour duration. It is to be combined with other available sessions to make a half-day training course.

When are the courses scheduled?

Courses can be conducted to suit your schedule. We can arrange a venue or it can be held at your training room. We require 20 participants to conduct a course.

What materials/equipment do I need?

A workbook is supplied at the commencement of the course. You only need to bring a pen.

How much does a professional development course cost?

Prices range from \$115 to \$225 per person.

What will I receive?

You will receive a course workbook and Certificate of Attendance.

When does the course start and finish each day?

Courses generally start at either 9am or 1pm, depending on the time constraints of the group.

What should I wear to the training and what is the arrangement for lunch?

Smart casual is expected as a minimum dress standard by all students. You are responsible for organising your own lunch unless notified otherwise.

How do I arrange a course?

Please call Client Services on 1300 765 400 – we’d be delighted to hear from you.

Phone:
1300 765 400

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07 3822 6003

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