

FOR IMMEDIATE RELEASE

21 APRIL 2016

## Leading financial advisers into the future

THE financial services industry is about to receive a shake-up and business trainer, Michael Lang of SG Partners is preparing to lead financial industry professionals into the future.

At the end of last year the Australian Government proposed legislation aimed at raising the education training and ethical standards for financial advisers. This includes establishing an independent Standards Board, which is planned to operate from 1 July 2016. The draft legislation also includes a precedent for professionals employed in the industry to first undertake a degree, professional year and exam (for new advisers) or an appropriate degree equivalent (for existing advisers).<sup>1</sup>

Having helped some of Australia's biggest banks and insurance services, Michael Lang who has been placed in the top 10 performers in the world by U.S based Objective Management Group, is ready to help the industry prepare for this change.

Michael Lang says 451,000 Australian jobs, makes the sector crucial to the economy and therefore it needs to provide the highest standards of service to customers.

"As one of Australia's fastest growing industries, it is important that employees in financial services are receiving the training they need, says Mr Lang.

"What we will see is young graduates coming into the industry, who although qualified, have not had client engagement training and do not have the skillset to engage with clientele and get the very best outcome from them. That's where SG Partners can help.

"Through specialist training we can help companies improve the sales experience and outcomes for the customer. I offer a full-service approach with services such as team analysis and follow up coaching, as well as workshops and training programs," Mr Lang added. (more)...

---

<sup>1</sup> FSC-UBS State of the Industry Report released in February 2016. Pg. 23 - [http://www.fsc.org.au/downloads/file/ResearchReportsFile/2016\\_0225\\_FSCUBSStateoftheIndustryReport\(FINAL\).pdf](http://www.fsc.org.au/downloads/file/ResearchReportsFile/2016_0225_FSCUBSStateoftheIndustryReport(FINAL).pdf)



(cont)...Steven Bacon, QLD Sales Manager at Control Logic is one of many people who has benefited from SG Partners services.

“Michael mentored me as a sales leader and through this time I learnt how to get even better outcomes from our sales team. Recently we conducted a sales team effective analysis and from that data we are now embarking on an improvement program. I recommend Michael, due to his understanding, his expertise and tools he has access too, to really drive the effectiveness of client engaging people,” said Steven.

As well as offering young graduates training, SG Partners can benefit those already in the industry by offering pathway training.

Michael is excited to announce that his next workshop will be held on May 18-19 at Central Dockside (Brisbane). It will specifically focus on making sales and deals in a challenging market. To register your interest please email or call SG Partners on [admin@sgpartners.com.au](mailto:admin@sgpartners.com.au) or 07 3852 5454 or visit <http://www.sgpartners.com.au/influentialleadershipworkshop2>. Spaces are limited.

**- Ends -**

**For further information, interview or picture requests, please contact:**

Jessica Harding, Elevate Communication Manager

(p) 07 3286 3333 / 0447 540 156

(e) [jessica@elevatecom.com.au](mailto:jessica@elevatecom.com.au)