

# RELATIONSHIP MANAGER



**GENUINE COMMUNICATOR**

**WITH A COMMERCIAL FLAIR**

## **YOUR STYLE**

Wherever you find yourself, you're always keen on connecting with people. As a matter of fact, you are a real people magnet. You display such a sense of calm and confidence that people can't help but trust you. And you know how to honor that trust. If someone tells you in a bar at 3am that they love Taylor Swift, not only will you keep it a secret, but next time you see them, you'll offer them her latest album. That's how thoughtful you are.

## **WHAT DOES A RELATIONSHIP MANAGER DO?**

The customer is at the center of your daily preoccupations. When a customer comes to you with a question or concern, you always go out of your way to make them feel cared about. Behind the scenes, you organise lead-generating and/or cross-selling commercial activities, manage credit risks and compliance within your given portfolio, create synergies and collaborate with other internal departments, negotiate complex loan requests and put loan applications together. Still not familiar with what this all entails? That's totally fine, you'll quickly get the hang of it! The bottom line is that to achieve all of it, you'll know how to put your outstanding networking skills and passion for sales to good use.

## **WHY DO YOU FIT?**

You get a thrill from taking up the role of ambassador. You embody the values of your company for your customer in each interaction you have with them, be it in a commercial or more informal context. You know that power of attraction we were talking about? In this position, it comes in the most handy!

## **WHAT CAN HELP YOU GET THERE?**

- While building up your professional experience, make sure you master the art of networking: this skill is crucial for becoming a relationship manager.
- Sharpen all-round sales skills that will help you convert leads into customers, reach sharp targets and skilfully nurture commercial relationships.