



Follow the leader



The Tenet Group offers a complete solution for all your advisory needs

THE TENET GROUP is the largest independently owned adviser group in the UK and one of the most financially secure within the sector. With over 5,500 advisers and awards for best service across 11 of 14 categories*, Tenet is leading the way in the delivery of quality support, easing the burden of regulation and helping advisers to grow their business.

Whether you are looking to join a network, a leading IFA or require support for direct authorisation, Tenet have the complete solution. The group provides the highest quality range of services to advisers through six key operating companies, depending on your business requirements.

PROFESSIONAL DEVELOPMENT

We believe that for a successful and profitable future, advisers must have access to the latest professional development support. Our events are a useful forum for keeping up to date on industry developments, highlighting sales opportunities and meeting fellow IFAs.

Professional development meetings (PDM) are run four times a year at 20 venues in the UK. The meetings are complemented by hundreds of individual focused workshops on technical or skill-based subjects around the country.

Tenet recognises that advisers who attend its training efforts are effectively sacrificing their earning time, so it is vital the output of these events is tailored and relevant. To ensure this, Tenet undertakes an annual *Training and Development Needs Analysis* survey, meaning that adviser feedback dictates the content of future events and programmes are produced that are in tune with adviser needs.

TRAINING COURSES

The Tenet Group's size enables it to cater for all requirements and this is a valuable service in an environment where advisers from the same firm can often have differing training requirements. Induction training is essentially assessing the new member's skill and knowledge and ensuring it is up



to date, as required by the FSA. It is also an opportunity to familiarise new members with the different departments they will deal with and associated systems.

Courses that are currently available are mortgage, investment, protection and general insurance and also non-advised sales, along with certain combinations of some of these. There is also an adviser development programme for mortgages that caters for members without the necessary experience to advise in this area. Following the four-day intensive course, the adviser then has a six-month period working under an in-house supervisor, during which time they can obtain their CeMAP qualification.

Additionally, a 12-month adviser development programme for inexperienced new entrants who hold FPC2 or equivalent, offers training in savings and investments, pensions and protection and gives new recruits the potential to be able to advise after the initial intensive 10-day induction course, aligned with a structured mentoring and assessment programme. Finally, training can also provide a supervisor course for directly authorised client firms wishing to appoint an in-house supervisor

INDUSTRY CHANGES

Training and development events play a critical part in keeping advisers abreast of industry regulation. Initiatives such as depolarisation and 'Treating Customers Fairly' are built into the content of our courses.

For pensions A-Day, the events service organised a series of industry-leading support seminars. These were channelled through both the PDMs and more closely targeted workshops, with assistance from Tenet's key provider partners. At the PDMs,

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advisers also received assistance with revision for the CF9 examination.

All of Tenet's support was without charge and qualifies for highly eligible 'Maintenance of Competence' for advisers.

BUSINESS DEVELOPMENT

In today's fiercely competitive marketplace, identifying opportunities and needs, and offering solutions is key to enhancing both your relationship with your clients and your profit margins.

Marketing your business and services is a prerequisite, not a luxury and at Tenet, advisers are offered the Complete Marketing Tool Kit combining all elements of the marketing mix. This offers a variety of products and services, including template email designs and tracking facilities, client newsletters, brochures and leaflets, pre-approved press releases, presentations and approach letters and a professional website service.

Tenet has also teamed up with a number of lead generation specialists to provide its members and clients with access to a supply of fresh new leads.

If you would like to find out how Tenet can help you develop your business, contact us now on 0800 085 0825.

* Henry Samuels Marketing Services
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 LIME
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