

Networking Forum

I have the pleasure to sum up the results of the discussion of Group C, talking about „**Explaining GGI to your clients**“.

The group was composed of members from Germany, United Kingdom, Switzerland, Denmark, Mauritius and the United Arab Emirates. We have had a fruitful and lively discussion almost missing lunch.

First of all we have talked about the advantages of GGI as an international network that can be presented to our clients like:

- 1 Clients do not have to think about finding an expert themselves when doing business abroad.
- 2 Members profit from contacts to partners all over the world esp. to get information easily and in very short time to impress their clients.
- 3 The name Geneva Group International is very trustworthy and stands for good reputation all around the world, because “Geneva” and “Switzerland” are included
- 4 The name Geneva Group International can be promoted by members whose names are not eligible for international business.

On the other side, we see the following problems/restrictions when explaining GGI to our clients:

- 1 GGI has not yet become a brand which is well known to clients (just the big 4 are well known). We understand that funds are limited for marketing and for creating a brand.
- 2 It would be easier for marketing reasons if members could use the name GGI in their own company’s name. On the other hand this could cause a problem of liability when looking at the EU definition of a network (“to share a common name”)

The recommendations of our group explain GGI to our clients and thus improve marketing can be comprised as follows:

- 1 Include GGI site on your marketing material.
- 2 Size of a network is decisive. Help to find new members, so we have a lot and are present in many countries.
- 3 Create a one-stop-shop for clients emphasizing certain services provided by other partners in the network (e.g. debt collection, international taxation or M&A).
- 4 Use marketing material provided by GGI headquarter.
- 5 Headquarter should improve press relationships for members.
- 6 We should have common quality standards in order to increase our reputation. These should comprise of “How to work and react in the network” and should determine a minimum quality level for all members.

This shall also include the screening of new members so that not every firm will be allowed to enter GGI. Those members who do not stick to the standards should be penalized. The standards should be transparent for the public, so that clients will come through the name of GGI and not only via partner firms. (**appeal to executive board**).

- 7 Probably the most important question is “why do people go to a certain business partner?” The answer is often: “Clients trust the local partner.” Therefore you should make recommendation/give referrals to other GGI members and include GGI in a brochure of your firm, which is given to the clients personally by the local partner. It will always be an emotional decision of the client, where they go. If you like other members and know each other it’s easier to make a referral – so let’s meet and greet and have fun at the conference.