

Einsatz Von Financial Planning Und Auswirkungen Auf Die Vertriebssteigerung - Oliver Grunau

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In dieser dieser Hausarbeit wird, die Vorgehensweise in der Beratung von Finanzdienstleistungen beim Einsatz von Financial Planning beschrieben. Außerdem wird der Kampagnenverkauf erläutert und die jeweiligen Pro und Contra Aspekte dargestellt. Des Weiteren wird auf die Auswirkungen in der Beratung und auf den Vertriebs Erfolg im Privatkundengeschäft (Private Banking) eingegangen. Der Autor beschreibt das Financial Planning als Vertriebsmöglichkeit im Private Banking und geht auf Kosten und Ertragsgesichtspunkte ein. Author: Grunau, Oliver Publisher: GRIN Verlag Illustration: N Language: GER Title: Einsatz von Financial Planning und Auswirkungen auf die Vertriebssteigerung Pages: 00020 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640247394 Category: Business & Economics : General

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