

GEMS' Consulting Services



Build an Enduring Institutional Business

by Differentiating Your Firm and Defining Your Edge

What do institutional clients want?



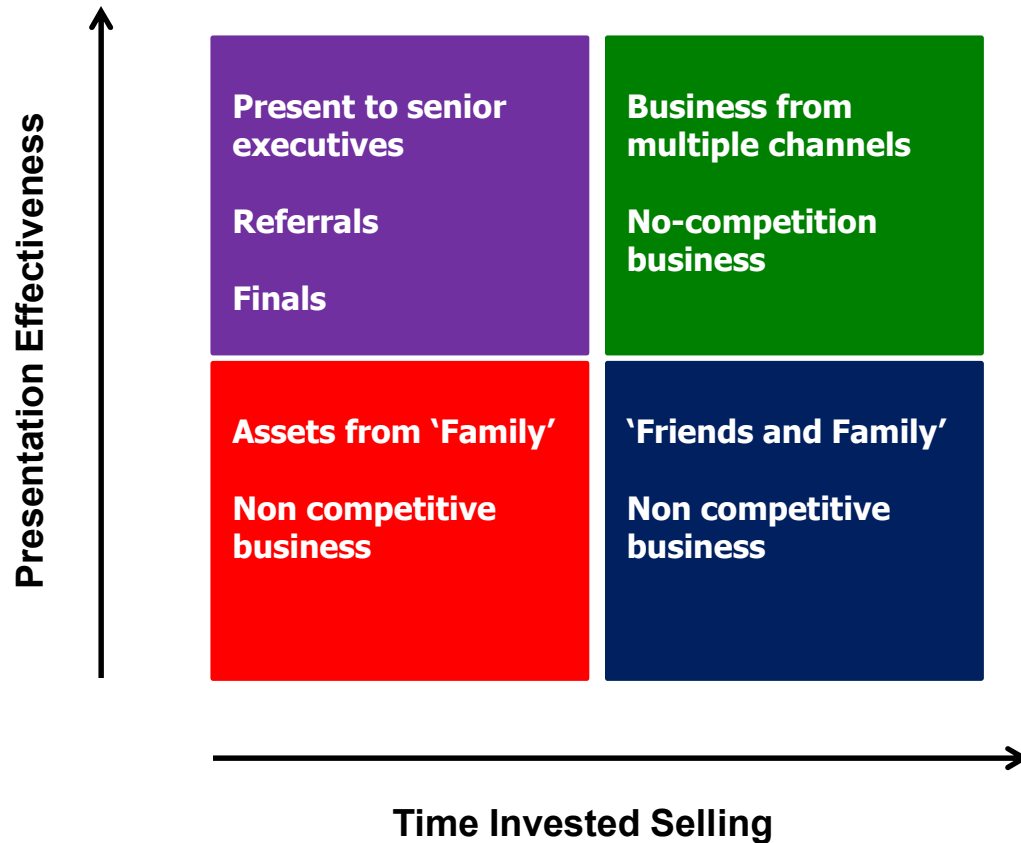
- The institutional investment management business is still inefficient.
- Price is not the deciding factor.
- Performance is not the deciding factor.

Institutional clients will hire you if they:



- **Know** you
- **Like** you
- **Trust** you
- **Understand** your process
- **Believe** your success is repeatable

Diversified clients = healthier business



The Truth



Meetings \neq New Business

Effective Meetings + Time = New Business

GEMS creates your firm's story



- **Analyze** the performance
- **Define** your 'edge'—the firm's unique strength
- **Frame** your story simply with an element of surprise or interest
- **Convey** the significance of the edge
- **Design** graphics, charts and tables to illustrate strengths

GEMS “polishes” your presenters



- **Coach your team**
 - Individual presenters
 - Team presentations

- **Identify strengths**
 - Focus on differentiators

- **Tackle objections**
 - Drill on responses to questions

GEMS helps you build an enduring business



- Targeted prospect list
- Informed presenters
- Institutional quality presentation
 - **Defines** your edge
 - **Reflects** firm's personality
 - **Cannot** be copied

Thank You



Thank you for the opportunity
to present **GEMS' Consulting Services** to you.

Deborah G. George
Growing **E**merging **M**anagers' **S**ervices LLC

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