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07 Mar 2014 05:00 AM

## Secrets of successful women advisors – II

Ravi Samalad

 Print **AA**

**Sapna Narang, Tejal Gandhi and Yogita Dand share how they turned financial advisors what has helped them excel.**

### **Sapna Narang, Capital League**

I moved into this line about 17- 18 years back while working in the banking industry. I found it interesting and continued with it. About 10 years back I realised that many clients were looking for a trusted confidante for investment advice and a brand name did not necessarily mattered to them. Thus I decided to leave the banking industry and pursue Investment Advisory profession as an IFA.



Hard work, client focus and team building are the key to my success. Continuous education for self and team is also important to keep improving ourselves.

I think women have a natural edge as advisors. To be a good advisor one needs to first 'Listen' and 'empathise' with the client family. Being 'nurturers', women are naturally inclined to empathise and listen. These soft skills are more important than technical skills in building a clientele. They are the corner stone of building long term relationships.

Over and above these, an advisor of course needs to keep abreast of changes in economy, markets, products etc