

Professional Profile: Eddie Lees



E.W. (Eddie) Lees

Principal of YES! Marketing Pty Ltd
ABN 71 062 310 927

YES! Marketing is a consultancy, specializing in the financial services industry.

Our purpose is to exceed client expectations.

Our product is a significant improvement in results delivered; we do this through hands-on consulting, marketing workshops, and tools tailored to each client's needs.

Our difference is that we apply proven process to every aspect of the work we do.

You can reach Eddie as follows:

Telephone: 02-9486-3600

Mobile: 0419-681-279

Fax: 02-9486-3508

E-mail: eddie@yesmark.com.au

Web: www.yesmark.com.au



Eddie founded the firm that was to become *Lees Nationwide Superannuation Planners* (Lees NSP), in 1979.

From the outset, identifying the precise expectations of clients - and then exceeding them - was the defining characteristic of this innovative, highly successful company.

Up to 1993, when the firm was sold to a life insurance company, Lees NSP won the privilege of serving the needs of many high profile national and international firms, among which were:

◆ Apple Computer	◆ Rosemount Wines
◆ McCann Erickson	◆ NEC Information Systems
◆ Microsoft	◆ Young & Rubicam
◆ Leo Burnett Advertising	◆ Time Magazine
◆ City Tattersalls Club	◆ Siemens Nixdorf
◆ Lintas	◆ Epson

Eddie responded to requests for consulting services by founding YES! Marketing in 1994. The firm specialises in the financial services sector, and provides high level consulting services to a select number of clients including: *AMP, AUSCOAL, Aviva, Colonial First State, Commonwealth Bank, Griffin Capital, Joseph Palmer & Sons, Merrill Lynch, Schroders, Tower Australia, Westpac (Private Client)*, as well as a growing number of private financial planning practices.

Of special note are the adviser workshops that YES! Marketing has run for such organisations as *AMP, Aviva, and Colonial First State*. These events, normally occupying a full day, feature structured agendas, clear objectives, and useful tools for attendees to harness in pursuit of improving client benefits.

Prior to each workshop taking place, assessments are made of attendee skill levels. During the workshops, space is provided for Q-&-A on each marketing principle and time is devoted to assessing how attendees have absorbed the relevant inputs. After each workshop, written feedback is required from attendees in order to calibrate the effectiveness of the event.

All workshops are developed in close cooperation with executives of the sponsoring organisation, who typically make independent assessments of the effectiveness of the inputs provided.

In addition to intensive workshops, services include contributions to business development and leadership, as well as coaching corporate executives on speaking and presenting their story.

Setting ever-higher benchmarks in client satisfaction is what Eddie's firm thrives on. It's the prime measure of success.