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### ebi partner with New York Times bestselling author

ebi have partnered with New York Times bestselling author, Dan Solin. Best known for his highly successful Smartest series of books, Dan's coaching and digital marketing services are now available to UK based advisers.

His latest publication, Ask: How To Relate to Anyone, examines a scientifically based way to interact with people, and has now been turned into a digital micro learning course.

The course is presented by D. Nik Kendrew, a British medical practitioner with a passion for medicine and psychology. Dr Kendrew explains the research underpinning Dan's book, outlining how advisers can improve their client engagement and increase sales, with key takeaway's for advisers to implement straight away.

Dan's findings can be used to deepen and strengthen relationships in all areas of life. Dan comments, "In my own life, implementing my findings has increased my level of personal happiness and deepened my relationships. People project the nicest qualities onto me, like kindness, thoughtfulness and insight, whenever I encourage them to talk about themselves."

To find out more about Dan's partnership with ebi visit <https://ebi.co.uk/services/dan-solin-consultancy-services/>

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### **Notes to Editors**

Founded in 2010, ebi's sustained growth is driven by an innovative investment proposition in conjunction with an award winning technology suite.

Offering a range of passively managed investment products, ebi has particular expertise in sustainable and factor model portfolios.

ebi strives to be at the forefront of ESG investing. Observing a lack of low-cost, diversified, passive, systematic ESG investment solutions in the marketplace – rather than waiting for such products to become available, it collaborated with leading sustainable investment managers to introduce cutting-edge sustainable investment solutions that are fair, robust, and transparent for end-clients.

Launched by an IFA, ebi understands the requirements of advisers in supporting their clients. Its award winning technology helps facilitate client conversations, mitigate risk and supporting advisers and their business.

Acquired by Parmenion in 2022, ebi continues to operate independently, but with the support and resources to help it achieve its ambitious growth plans.

To learn more, [visit ebi.co.uk](https://www.ebi.co.uk).