# SWOT Analysis

| Strengths (+) | Weaknesses (–) |
|---|---|
| Experiene<br>Zurich support<br>Willingness to learn<br>Products available to offer<br>Sales desk | Time spent with customers is too long<br>Not using menu 100% of the time<br>relationship with sales staff<br>Desking |

| Opportunities (+) | Threats (–) |
|---|---|
| Desking<br>training sales staff<br>Better relationship with the sales ataff. | Unvillingness to adopt<br>Changing laws and regulations.<br>Lack of ongoing training |