



BUSINESS OPPORTUNITIES AND PLANNING FOR PRIVATE BANKERS

IBF Standards - Private Banking and Wealth Management

8 IBF-STs TRAINING HOURS

For registration of public scheduled session, [click here](#).
To organize a tailored session for your organization, please contact us at email@salmonthrust.com

The business of private banking is boosted by the increasing wealth among Asians and also young Asians in today's market. There are now more millionaires in Asia-Pacific than in Europe. Some even said that the numbers are nearing that of North America. The recent pandemic that doesn't seem to go away yet, has expedited certain trends and market development. The market landscape is shifting so rapidly though it doesn't require keen eyes to see the vast opportunities, strategic thinking that fosters business opportunities may sometimes be missing.

The course provides private bankers and their support team members a learning experience to engage in strategic perspectives that are important to business opportunities development. They will also interact with organisations on how policies, procedures and processes are key to organisational positioning.

TARGET AUDIENCE

- Relationship Managers
- Assistant Relationship Managers
- Product Specialist
- Investment Counsellor
- Front-line Staff

LEARNING OUTCOMES

- Develop customer acquisition and retention programmes
- Develop business opportunities based on customer needs and expectations
- Develop recommendations to improve the organisation's positioning in the market
- Review strategic and partnership opportunities through quantity and qualitative analyses
- Develop goals, plans and related metrics to track progress and manage obstacles to achieve program objectives
- Implement metrics in tracking success of customer engagement
- Identify business processes for execution to align with organisational policies, practises and procedure
- Identify and assess own job scope, roles and responsibilities to support relevant strategic and operational plans
- Identify and carry out actions and behaviours to support organisational vision, mission and values
- Monitor and report status progress to relevant stakeholders for review
- Review business processes to identify areas for improvement

COURSE OUTLINE

Market Landscape and Trends

- The 3 types of market trends
- Market Demand Forecast in midst of Market Trends
- Identifying parameters for new products

Moving into Market & Customer Targeting

- Key strategies in Market Targeting in PB
- Target Market Segmentation
- Client Acquisition and Retention Strategies

Customer Relations and Customer Engagement

- Developing strong customer relations
- Client Engagement through omni-channel communication
- Methods of Clients Relations Development
- Clients Engagement Matrix and Measurement on Effectiveness

Organization Market Positioning

- Different types of Positioning Strategies
- Implementing plans for positioning
- Quantitative and Qualitative evaluation of positioning, programs and partnership

Core Ideology Strategy

- Vision, Mission and Values
- External Policies, Internal Policies and Practises

Business Processes

- Business Processes, policies, practises and procedures
- Characteristics of well-defined processes
- 3 major types of Business Processes
- Business Process Management in Private Banking
- Successful Attitude towards Business Processes in Private Banking
- Essential Attributes of Ideal Business Processes

Performance System and KPIs

- Performance System and Purpose of KPIs in organisations
- 4 Important Aspects of KPIs
- Additional Elements of Performance Management in Private Banking

Assessment - MCQ

IBF STANDARDS

This course is designed to meet the following Technical Skills and Competencies (TSCs) in Skills Framework for Financial Services:



This programme has been accredited by The Institute of Banking and Finance (IBF) under the IBF Standards.

Industry Segment : Private Banking and Wealth Management
Job Role : Relationship Managers

Technical Skills and Competencies (TSCs) and Proficiency Level
 A4. Business Opportunities Development (PL4)
 A6. Business Planning (PL3)

IBF-STTS

This programme has been accredited under the IBF Standards, and is eligible for funding under the IBF Standards Training Scheme (IBF-STTS), subject to all eligibility criteria being met. Candidates are advised to assess the suitability of the programme and its relevance to participants' business activities or job roles.

Find out more on www.ibf.org.sg

ABOUT IBF CERTIFICATION

Participants are encouraged to access the [IBF MySkills Portfolio](#) to track their training progress and skills acquisition against the Skills Framework for Financial Services. You can apply for IBF Certification after fulfilling the required number of Technical Skills and Competencies (TSCs) for the selected job role.

Find out more about IBF certification and the application process [here](#).

ABOUT THE IBF STANDARDS

The IBF Standards are a set of competency standards for financial skills. These Standards are developed in partnership with industry leaders and provide a professional development and skills roadmap for financial sector practitioners to excel in their respective job roles. They currently cover 12 industry segments in the financial sector.

ABOUT THE INSTITUTE OF BANKING AND FINANCE SINGAPORE

The Institute of Banking and Finance Singapore (IBF) is the national accreditation and certification agency for financial industry competency in Singapore under the IBF Standards. Find out more on www.ibf.org.sg

ABOUT SALMON THRUST

Founded in 2004, Salmon Thrust is committed to delivering real-world banking and financial training to professionals working in banks, corporates, government agencies, and other financial institutions.

Based in Singapore, we offer our clients in the region a broad range of up-to-date financial topics, delivered via classroom training and e-learning. Our courses range from foundational programmes for new entrants, right through to the most complex and current topics in the industry.

At Salmon Thrust, we are attentive to our clients' diverse learning needs. We identify relevant courses to bridge the learning and skill gaps, empowering our clients to make better decisions and bring real value to both their customers and organisations.

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