IBF ACCREDITED Code **P200503PND**
Validity Period **12 Jul 2020 - 1 Jul 2025**
Training Focus **Non-RRCE 8 hours**

PRODUCT ADVISORY – PRODUCT, SALES AND MARKET MANAGEMENT

IBF Standards – Wealth Management

21 SEP / 20 NOV 2020 | 9AM - 6.30PM | 8 IBF-STS TRAINING HOURS
Assessment: Team Presentation + MCQ

This 8-hour course will equip financial professionals in Private Banks with the skills to develop, maintain and convey detailed and specialized product knowledge as well as keep abreast of emerging product knowledge to address organization requirements.

TARGET AUDIENCE

- Relationship Managers and Team Leads in Private Banking
- Investment Counsellors
- Product Specialist/ Product Sales Specialist

LEARNING OUTCOMES

- Identify product needs
- Justify suitable solutions to address customer needs
- Support the role of a specific product in the broader end-to-end solution
- Lead the design of customised solutions and products to meet customers' unique set of requirements
- Lead the sale of customised products to key customers by showcasing product benefits
- Explain electronic product solutions for customers and unique value propositions
- Identify relative standing of the organisation's products with competitors' products to propose any product enhancements

COURSE OUTLINE

Key components and considerations in value demonstrations

- Bank's credit rating
- Bank's network and presence across the region/world
- Bank's core values
- Bank's range of businesses/services
- Bank's competency
- Bank's achievement
- Bank's platform in research, products and statements
- Relationship manager's experience, expertise, value-adds, trust-worthiness
- One stop --- Private banking with access to retail banking, credit cards, mortgage loans, insurance, corporate banking
- Product seminars and investment talks
- 2nd generation program

Different elements in end-to-end product solutions

- Product design
- Technology
- Business
- Solution owner---Product manager
- Problem owner --- Client
- Client centric --- product suitability & risk profile vs product risk
- Delivery/Tracking the performance of the product
- Feedback from sales persons and clients
- Need for adjustment

Process and parameters of solution customization

- Identify the needs of client/Validate opportunities
- Design development
    - Resources and Expertise
    - Efficiency
    - Access to clients' feedback
    - Demonstrate marketability
- Proof of concept
- Build and launch
- Measure/Deliver results --- sales & revenue expectations
- Leverage and lending value
- Monitoring product life cycle
- Handling client's feedback
- Presentation to New Product Committee for approval
    - Operations
    - IT
    - Legal
    - Middle office
    - Accounts
    - Trading desk
    - Sales

Proof-of-concept modelling

- Proof-of-concept --- what is it
    - Narrow down on the idea (to make it a signature item)
    - Customize product to suit/ Customer oriented
    - Risk and reward profile
    - May take time to see if you can get some buy-in (eg 1 – 2 months)
    - Is there a market for it
    - Can internal system able to support
    - Iron out issues that may arise
    - Is it feasible/practical
- Prototype
    - Application flow
    - Test
    - Evaluate
    - Improve
- Minimum viable product (MVP) --- Pilot program
- Full-fledged product

Electronic platforms, technical and system support

- On-line access/digitalization
- Ease of use
- Relevant
- Informative
- Timely
- Help desk

Information sources for identification of competitor's products

- Feedback from clients
- Feedback from product providers
- Feedback from industry experts
- Survey

Product metrics

- Building blocks
    - Equity
    - Fixed Income
    - Foreign Exchange
    - Forwards and Futures
    - Derivatives
    - Private Banking/Wealth Management Products
    - Asset Management
    - Trusts
    - Insurance
    - Alternatives
    - Private Equity
- Product features and risk profile
- Risks and rewards
- Product suitability for what type of markets

Example

How the Dual Currency product was born

Assessment - Team Presentation

Assessment - MCQ

IBF STANDARDS

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

IBF The Institute of Banking & Finance Singapore

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

Occupation : Relationship Manager
Job Role : Relationship Manager – Private Banking

Occupation : Relationship Manager
Job Role : Relationship Manager Director / Team Leader – Private Banking

Occupation : Product Specialist
Job Role : Product Specialist/ Product Sales Specialist – Private Banking

Occupation : Investment Counsellor
Job Role : Investment Counsellor – Private Banking

Technical Skills & Competencies (TSC)
Product Advisory (Level 4)

IBF-STS

This programme has been accredited under the IBF Standards, and is eligible for funding under the IBF Standards Training Scheme (IBF-STS), 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 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.

65 Chulia Street OCBC Centre Level 46 Singapore 049513 | **T** (65) 6323 0768 **E** email@salmonthrust.com

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REGISTRATION FORM

Product Advisory - Product, Sales and Market Management

◯ 21 September 2020 ◯ 20 November 2020

Course Fees (Only 1 discount scheme is applicable at one time)

◯ S$1,080 (10% Early bird discount - For registrations before 21 Aug/20 Oct)

◯ S$1,200 (Regular price - For registrations after 21 Aug/20 Oct)

Delegates Information

Name:

(as in NRIC or Work Pass)

Department:

Job Title:

Phone: Handphone:

Email:

Gender: ◯ Male ◯ Female Years of working experience in Private Banking:

Residential Status: ◯ Singaporean ◯ Permanent Resident ◯ Foreigner

Based on your birth year, are you 40 years old and above?: ◯ Yes ◯ No

Company and Invoicing Information

Organization Name:

Office Address:

Invoice attention to:

Job Title:

Phone: Email:

Approving Manager Information

Name:

Department:

Job Title:

Phone: Handphone:

Email:

*Authorizing Signature Name of Authorized Person

Training Venue

All our courses are held online via the Zoom Video Conferencing tool. Instructions on using the tool will be emailed to you before the course date.

Terms and Conditions

1. If the delegate is unable to attend, a substitute delegate is welcome at no extra charge.
2. Salmon Thrust does not provide refunds for cancellations. Invoiced sums are payable in full within 30 days of the invoice date.
3. Salmon Thrust will provide full course documentation to a delegate who has paid but is unable to attend.
4. Salmon Thrust reserves the right to change the date, time and trainer due to factors outside of its control.
5. Salmon Thrust is not responsible for any loss or damage as a result of a alteration, postponement or cancellation of a course under any circumstances.

Payment Method

For Crossed Cheques or Bank Drafts, kindly make payable to Salmon Thrust Pte Ltd and indicate your invoice number in your payment.

For Telegraphic Transfers, please make payment to the following:

Account Number
501-747323-001

Account Name
Salmon Thrust Pte Ltd

Bank Address
65 Chulia Street, #01-01 OCBC Centre
Singapore 049513

Bank Code
7339

Swift Code
OCBCSGSG

COURSE FEES EXCLUDES GST

*Mandatory