



# SUSTAINABLE GROWTH WITH EFFECTIVE CLIENT ACQUISITION STRATEGIES

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](mailto:email@salmonthrust.com)

Client acquisition carries a commitment to consistently expand on the width of one's reach to potential clients. The assumption: get the quantity and you will find the quality. Is this really true? Is there real efficiency in such an approach? How to grow with quality and control? Are there better ways that we can actually run a quality clients-based business in Private Banking with a better crafted out clients-acquisition strategy?

The following course introduces participants to key factors that challenge Private Bankers to consider how they are growing their centre of influence for client acquisition and who and where to extend this reach. It will provide practical but insightful perspectives for PBs to evaluate their present practices and explore new practices or initiatives that will grow their businesses. For those who are already succeeding in their trade, the session may provide more thoughts for them, or even assist them with a systematic approach to better peer-inspire their fellow bankers.

## TARGET AUDIENCE

- Relationship Managers with at least 3 years of working experience in Private Banking

## LEARNING OUTCOMES

- Review existing customer acquisition and retention plans
- Develop research construct on customer insights and customer behaviours to understand new customer profiles
- Recommend customer segments to acquire
- Determine personal preferences and needs of targeted customers within market segments
- Establish customer acquisition plans to acquire new customers
- Manage and develop customer relationships and maintain customer confidentiality, to ensure credibility and attract new customers
- Evaluate customer responses to determine if customer needs and expectations are met

## COURSE OUTLINE

### Client Acquisition Strategies & Structures

- Defining Client Acquisition Strategy
  - Key Factors in Clients' Acquisition Strategies/Models
  - 4 Important Approaches that will assist in better Client Acquisition efforts
- Client Acquisition Framework
  - Four generic aspects of Client Acquisition Framework
  - Simplifying the framework into sectors
  - Client Acquisition Strategy
    - » Flow of Client Acquisition strategy processes
    - » Marketing Funnels and Process of Engagement

### Client Acquisition Strategies affecting Private Banks

- Common Clients' Acquisition Approach in Private Banks
  - Where and What Private Banks do to look for clients.
- Shifting Terrain of Private Banks affecting Clients Acquisition
  - The Digital Difference
  - The Customer Expectations
- Client Acquisition Framework in Private Banks
  - Five aspects of clients engagement

### Segmentation: A Key Client Acquisition Approach

- Generic Segmentation Approach
- 2-tier Segmentation process and research approach
- Segmentation in Private Banks

### Understanding CAC: Clients Acquisition Cost

- Defining Clients' Acquisition Cost
- Understanding the Need to Balance CAC
  - Understanding cost factors in CAC
  - Identifying LTV or CLTV – Customer Lifetime Value
  - Quantitative measurement of CAC to study the ROI of Client Acquisition Strategy

### Regulatory Issues in Clients Acquisition in Private Banking

- Regulatory Issues key to CA processes
- Client Confidentiality & Client Confidence
- Ethical Issues and Code of Conduct in Client Acquisition Strategies

### Sustainability in Growth – Practical Acquisition Principles in Private Banking

- Inside-out challenges faced by Private Banks/Bankers in Clients Acquisition
- The four steps approach for review and implementation:
  - RESEARCH & AUDIT
  - ORGANIZE TO SUCCEED
  - SEGMENT TO GROW
  - REFERRAL - A MEANS FOR RETENTION & ACQUISITION

### 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**

B3. Customer Acquisition Management - Level 4

### 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](http://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](http://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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