SKILLS FRAMEWORK FOR FINANCIAL SERVICES
SKILLS MAP - FINANCIAL PLANNER/INSURANCE AGENT/BANCASSURANCE SPECIALIST

Sector	Financial Services
Track	Sales, After Sales, Distribution and Relationship Management
Occupation	Financial Planner
Job Role	**Financial Planner/Insurance Agent/Bancassurance Specialist**
Job Role Description	The Financial Planner/Insurance Agent/Bancassurance Specialist is responsible for developing and implementing financial plans to help customers meet their objectives, and managing customer relationships. He/She understands customer profiles and recommends suitable solutions to them. He is also in charge of attracting his own customers through networking sessions, relationship building and referrals. The Financial Planner/Insurance Agent/Bancassurance Specialist's duties might require him to work on weekends and after office hours and may involve travel to customers' locations. He has a friendly and outgoing nature and is able to build rapport with customers to establish trust.

Critical Work Functions and Key Tasks / Performance Expectations

Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
Provide financial advice to customers	Engage customers to understand their personal details and preferences	Capital Markets and Financial Advisory Services (CMFAS) certification is required for Financial Planners in all cases, and for Insurance Agents and Bancassurance Specialists if they provide advice directly to customers on Life Insurance products. Relevant modules include but are not limited to: 5, 8, 8A, 9, 9A
	Analyse customer profiles to establish customers' risk profiles and objectives	
	Recommend customised solutions based on customers' needs and objectives	
	Develop tools for customers to assist them in meeting their financial goals	
	Interpret legal and financial documents, financial laws and legal restrictions	
Grow agency business offerings	Identify new business opportunities and partnerships for the distribution of financial planning and insurance products	
	Establish relationships with partners to generate new business	
	Provide feedback internally on channel usage, to support sales growth	
	Keep updated on local industry product and regulatory trends and developments	
	Provide feedback internally on customers' preferences, to drive sales growth	
Acquire and manage customers	Seek out new customers and develop new customer groups by attending networking sessions and functions	
	Cultivate relationships with prospective customers	
	Adopt customer acquisition and retention strategies to achieve sales targets	
	Monitor outcomes of financial plans and suggest enhancements that are in line with customers' financial objectives	
	Correspond with customers to answer enquiries and resolve account problems	
	Maintain ongoing relationships with customers to identify changing needs and circumstances	
	Assist customers in claims processes	

Skills and Competencies

Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Account Management	Level 3	Communication	Intermediate
Business Environment Analysis	Level 3	Interpersonal Skills	Intermediate
Client Investment Suitability	Level 3	Service Orientation	Intermediate
Customer Acceptance Checking and Onboarding	Level 3	Decision Making	Intermediate
Customer Acquisition Management	Level 3	Global Mindset	Basic
Customer Experience Management	Level 3		
Ethical Culture	Level 3		
Financial Analysis	Level 3		
Partnership Management	Level 3		

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	Personal Finance Advisory	Level 3		
	Product Advisory	Level 3		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.