

| SKILLS FRAMEWORK FOR FINANCIAL SERVICES<br>SKILLS MAP - BUSINESS DEVELOPMENT MANAGER - BROKERS                        |  |  |  |  |  |  |
|---|--|--|--|--|--|--|
| <b>Sector</b>   | Financial Services   |  |  |  |  |  |
| <b>Track</b>  | Sales, After Sales, Distribution and Relationship Management   |  |  |  |  |  |
| <b>Occupation</b>   | Business Development Executive   |  |  |  |  |  |
| <b>Job Role</b>   | Business Development Manager - Brokers   |  |  |  |  |  |
| <b>Job Role Description</b>   | <p>The Business Development Manager - Brokers is responsible for supporting potential business development pursuits to achieve business production/partnership goals. He/She identifies cross-selling opportunities and delivers proposals to potential prospects. He builds his relationship network with industry players and clients, building their confidence through his demonstration of specialist knowledge. He collaborates with underwriting teams to meet client demands.</p> <p>The Business Development Manager - Brokers is pro-active and confident in public speaking and he possesses strong interpersonal, communication and presentation skills.</p> |  |  |  |  |  |
| <b>Critical Work Functions and Key Tasks / Performance Expectations</b>   | <b>Critical Work Functions</b>   | Define business strategies   | <b>Key Tasks</b>   |  | <b>Performance Expectations (For legislated / regulated occupations)</b> |  |
|   |  |  | Support business production goals and new partnership acquisition goals  | If broker provides advice directly to customers on life insurance products, Capital Markets and Financial Advisory Services (CMFAS) certification is required. Relevant modules include but are not limited to: 5, 9, 9A |  |  |
|   |  |  | Assess feasibility of business development pursuits with internal and/or external stakeholders through engagement sessions |  |  |  |
|   | Determine high yield segments for business development pursuits  |  |  |  |  |  |
|   | Identify business opportunities  | Assist in driving business growth for the department   |  |  |  |  |
|   |  | Identify referral sources and cross-selling opportunities  |  |  |  |  |
|   |  | Develop targeted sales proposals and presentations for delivery to prospects   |  |  |  |  |
|   | Grow client base and maintain relationships  | Build relationships with industry players and expand business network to support partnership strategies                    |  |  |  |  |
|   |  | Develop networks to deepen and strengthen connections with account leads   |  |  |  |  |
|   |  | Ensure credibility with customers by maintaining detailed knowledge of current market conditions and competitors' products |  |  |  |  |
| Deliver good customer service by responding swiftly to queries and concerns from customers, brokers and third parties |  |  |  |  |  |  |
| Collaborate with underwriting teams to amend policies to meet client demands  |  |  |  |  |  |  |
| <b>Skills and Competencies</b>  | <b>Technical Skills and Competencies</b>   |  |  | <b>Generic Skills and Competencies (Top 5)</b>   |  |  |
|   | Business Environment Analysis  | Level 4  |  | Communication  | Intermediate   |  |
|   | Business Negotiation   | Level 4  |  | Interpersonal Skills   | Advanced   |  |
|   | Business Opportunities Development   | Level 4  |  | Problem Solving  | Intermediate   |  |
|   | Customer Acquisition Management  | Level 4  |  | Decision Making  | Intermediate   |  |
|   | Customer Relationship Management   | Level 4  |  | Transdisciplinary Thinking   | Intermediate   |  |
|   | Ethical Culture  | Level 4  |  |  |  |  |
|   | Market Profiling   | Level 4  |  |  |  |  |
|   | Market Research and Analysis   | Level 4  |  |  |  |  |
|   | Networking   | Level 4  |  |  |  |  |
|   | Partnership Management   | Level 4  |  |  |  |  |
|   | Product Advisory   | Level 4  |  |  |  |  |
|   | Sales Strategy   | Level 4  |  |  |  |  |
|   | Sales Target Management  | Level 4  |  |  |  |  |
| Stakeholder Management  | Level 4  |  |  |  |  |  |

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| <b>Programme Listing</b> | For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a> |
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The information contained in this document serves as a guide.