

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - BROKER/BUSINESS DEVELOPMENT EXECUTIVE - 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>	Broker/Business Development Executive - Brokers			
<b>Job Role Description</b>	The Broker/Business Development Executive - Brokers is responsible for conducting market research and market segmentation to identify ideal segments for pursuit. He/She identifies business opportunities and assists in proposal development. He builds relationships through understanding and determining client needs, making excellent sales calls and presentations offering business solutions.			
	The Broker/Business Development Executive - Brokers possesses strong analytical skills, verbal and written communication skills in order to develop good relationships with clients and establish rapport.			
<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>  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
			Conduct market research to develop an understanding of competitive environment	
			Propose business development pursuits for different products to drive the organisation's cross-selling abilities	
	Identify business opportunities	Perform market segmentation and customer selection to identify high yield segments		
		Identify business opportunities in the market		
		Research prospects that may meet ideal customer profile		
	Grow client base and maintain relationships	Assist with sales proposals and presentations for delivery to prospects		
		Establish contacts with prospective business partners to offer feasible business solutions		
		Develop long-term customer base sources by using referrals, occupational, and special-interest groups to compile lists of prospects		
		Deliver dynamic sales calls and presentations to cultivate relationships with customers and manage a robust portfolio of potential accounts		
Develop good working relationships with customers				
		Determine customers' particular needs by scheduling fact-finding appointments in which the extent of present coverage and investments is determined and the long-term goals are understood		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>	
	Business Environment Analysis	Level 3	Communication	Intermediate
	Business Negotiation	Level 3	Interpersonal Skills	Intermediate
	Business Opportunities Development	Level 3	Service Orientation	Intermediate
	Customer Acquisition Management	Level 3	Problem Solving	Intermediate
	Customer Relationship Management	Level 3	Teamwork	Intermediate
	Ethical Culture	Level 3		
	Market Research and Analysis	Level 3		
	Networking	Level 3		
	Partnership Management	Level 3		
	Product Advisory	Level 3		
	Sales Strategy	Level 3		
	Sales Target Management	Level 3		
	Stakeholder Management	Level 3		

<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.