SKILLS FRAMEWORK FOR FINANCIAL SERVICES
SKILLS MAP - RELATIONSHIP MANAGER - PRIVATE BANKING

Sector	Financial Services
Track	Sales, After Sales, Distribution and Relationship Management
Occupation	Relationship Manager
Job Role	**Relationship Manager - Private Banking**
Job Role Description	The Relationship Manager - Private Banking drives the acquisition and management of clients. He/She advises clients on products, services and investment strategies aligned with client objectives. He has deep business and financial industry experience to cross-sell banking products to clients. He is able to handle escalated issues to ensure positive client experiences. He has oversight of client onboarding and ensures that all compliance and regulatory guidelines are adhered to. The Relationship Manager - Private Banking possesses an excellent track record maintaining and developing client relationships. He is able to negotiate with clients and arrive at optimal outcomes for all parties involved. He is confident and poised in his delivery of information to clients. He is a team player that is able to collaborate and leverage on relationships built across the organisation. He possesses a forward thinking mind-set to introduce new solutions to clients. He is skilled at problem solving and has a keen eye for details.

Critical Work Functions and Key Tasks / Performance Expectations

Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
Acquire and manage portfolio of customers	Develop strategies to identify new clients through market segmentation and apply different approaches in targeting and selecting clients	If role is scoped to provide advice directly to customers on investment strategies that cover dealings in securities, futures, collective investment schemes, REITs, funds and/or capital markets, Capital Markets and Financial Advisory Services (CMFAS) certification is required. Relevant modules include but are not limited to: 1A, 1B, 2A, 3, 4A, 4B, 5, 6, 6A, 8, 8A, 10
	Establish relationships with product specialists and other internal stakeholders to customise product solutions for clients	
	Seek referrals for new and large business opportunities	
	Manage credit and operational risks to minimise losses	
Advise customers on products, services and investment strategies	Provide financial solutions that are tailored to clients' needs and objectives	
	Analyse portfolio to grow the wealth of clients	
	Achieve revenue and profitability targets set by the organisation	
	Interpret client needs, risk appetite and financial objectives	
	Evaluate decisions based on internal and external regulatory and compliance requirements	
	Execute strategies for cross-selling and up-selling of products and services based on understanding of range of products and client analysis	
	Identify suitable service offerings that fit clients' and organisation's strategic objectives	
Manage customer lifecycle end to end	Review client acceptance, Know Your Customer (KYC) and onboarding procedures including handling client documents	
	Develop long term relationships with clients by maintaining ongoing communication sessions	
	Enhance clients' experience by providing timely information and advice to address their financial needs	
	Handle High Net Worth clients by monitoring financing plans, coordinating and resolving conflicts and managing expectations of involved parties	
	Handle escalated banking and financial transactions	

Skills and Competencies

Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
Account Management	Level 4	Communication	Advanced
Business Environment Analysis	Level 4	Decision Making	Advanced
Business Negotiation	Level 4	Interpersonal Skills	Advanced
Business Opportunities Development	Level 4	Service Orientation	Advanced
Business Planning	Level 3	Problem Solving	Intermediate
Client Investment Suitability	Level 4		
Credit Assessment	Level 4		
Customer Acceptance Checking and Onboarding	Level 4		
Customer Acquisition Management	Level 4		
Customer Experience Management	Level 4		
Customer Relationship Management	Level 4		
Cybersecurity	Level 3		
Ethical Culture	Level 4		

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	Market Specialisation	Level 4		
	Networking	Level 4		
	Personal Finance Advisory	Level 4		
	Portfolio and Investment Risk Management	Level 4		
	Product Advisory	Level 4		
	Risk Management	Level 3		
	Service Challenges	Level 4		
	Stakeholder Management	Level 4		
	Wealth Planning Administration	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.