# SKILLS FRAMEWORK FOR FINANCIAL SERVICES
## SKILLS MAP- WEALTH PLANNER

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| **Sector** | Financial Services |
| **Track** | Product Solutioning and Management |
| **Occupation** | Wealth Planner |
| **Job Role** | **Wealth Planner** |
| **Job Role Description** | The Wealth Planner is responsible for client acquisition as well as providing customised wealth planning services. He/She is able to build strong client relationships. He is also in charge of developing strategies to identify the target markets for their product and service offerings and tailoring approaches to reach out to them. He maintains on-going client servicing requirements and collaborates with internal teams as necessary to ensure that services are delivered efficiently.<br><br>The Wealth Planner's duties require him to work odd hours and occasionally on the weekends. He enjoys working in a fast pace environment and networking regularly with current and potential new clients. He possesses excellent interpersonal skills and is able to communicate effectively with clients and team members. |

**Critical Work Functions and Key Tasks / Performance Expectations**

| Critical Work Functions | Key Tasks |
|---|---|
| Acquire and manage clients | Develop strategies to identify new clients through market segmentation and apply different approaches in targeting and selecting clients |
| | Organise sales activities and programmes to promote the organisation's products and services to acquire new clients |
| | Establish relationships with product specialists and other stakeholders to customise product solutions for clients |
| | Monitor trends in the wealth planning industry |
| Advise clients on wealth planning services | Perform evaluation of clients' financial needs and goals |
| | Anticipate any changes in clients and/or market circumstances that necessitate re-assessing the appropriateness of existing wealth planning advice |
| | Supervise implementation of changes in order to achieve long term goals of individual clients and/or client families |
| Manage client lifecycle | Facilitate client acceptance, Know Your Customer (KYC) and onboarding procedures |
| | Collaborate with clients legal representation and tax advisers |
| | Review pitch books and client presentations corresponding to legal, trust and other documents |
| | Develop long term relationships with clients by maintaining ongoing communication |

**Skills and Competencies**

| Technical Skills and Competencies | | Generic Skills and Competencies (Top 5) | |
|---|---|---|---|
| Business Environment Analysis | Level 4 | Communication | Advanced |
| Business Opportunities Development | Level 4 | Decision Making | Advanced |
| Business Planning | Level 5 | Interpersonal Skills | Advanced |
| Customer Acquisition Management | Level 4 | Service Orientation | Advanced |
| Customer Experience Management | Level 4 | Problem Solving | Advanced |
| Customer Relationship Management | Level 4 | | |
| Ethical Culture | Level 4 | | |
| Market Specialisation | Level 4 | | |
| Networking | Level 4 | | |
| People Performance Management | Level 4 | | |
| Product Advisory | Level 4 | | |
| Risk Management | Level 4 | | |
| Service Challenges | Level 4 | | |
| Stakeholder Management | Level 4 | | |
| Strategy Planning | Level 5 | | |


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| | Trust Structuring | Level 4 | | |
| | Wealth Planning Administration | Level 4 | | |
| **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.