

**SKILLS FRAMEWORK FOR FINANCIAL SERVICES  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Customer Relationship and Stakeholder Management					
<b>TSC</b>	Personal Finance Advisory					
<b>TSC Description</b>	Advise customers on suitable in-house financial solutions, based on analyses of their personal financial needs					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
			<b>FSE-FIN-3017-1.1</b>	<b>FSE-FIN-4017-1.1</b>	<b>FSE-FIN-5017-1.1</b>	
			Develop personal financial plans for customers based on their financial needs and risk profiles	Ensure alignment of personal financial plans to customers' financial objectives and risk profiles	Oversee organisation's strategies on personal financial advisory and ensure their alignment to latest regulatory policies	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>• Customer relationship management methods</li> <li>• Processes to construct personal financial plans</li> <li>• Financial product criteria</li> <li>• Financial documents analysis processes</li> <li>• Insurance planning tools</li> <li>• Investment planning tools</li> <li>• Approaches to issue resolution</li> <li>• Retirement planning tools</li> <li>• Risk profile analysis methodologies</li> </ul>	<ul style="list-style-type: none"> <li>• Business ownership and financial planning processes</li> <li>• Customer relationship management</li> <li>• Processes to construct personal financial plans</li> <li>• Estate planning approaches</li> <li>• Financial product criteria</li> <li>• Methods to conduct financial documents analysis</li> <li>• Investment planning methodologies</li> <li>• Approaches to issue resolution</li> </ul>	<ul style="list-style-type: none"> <li>• Sources of customer wealth identification</li> <li>• Local and international regulatory industry trends</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>• Develop professional relationships with prospective and existing customers</li> <li>• Analyse information on customers' income, expenses, taxes and savings to understand their cash flow situations</li> <li>• Analyse customers' risk profiles and personal financial situations to</li> </ul>	<ul style="list-style-type: none"> <li>• Present effectively the features, benefits, limitations, risks and suitability of financial products to customers with financial planning needs</li> <li>• Analyse customers' sources and uses of income, debt exposure and implications on interest and principal</li> </ul>	<ul style="list-style-type: none"> <li>• Assess implications of emerging local and international regulatory trends and developments governing financial planning activities, on regulated financial institutions and their financial planners</li> <li>• Assess implications of different business structures on the personal</li> </ul>	

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			<p>determine their investment profiles</p> <ul style="list-style-type: none"> <li>Analyse relevant information and current insurance policies in effect, to analyse customers' life, health and personal general insurance needs</li> <li>Assist customers in retirement planning by establishing their retirement goals and analysing their financial situations</li> <li>Develop personal financial plans that sets out the financial goals, financial analysis and recommendations on how customers personal financial goals can be met</li> <li>Review personal financial plans periodically with customers and alert customers of revisions required to successfully achieve financial goals</li> <li>Address customers queries on existing banking and financial transactions and escalate significant matters to the management</li> </ul>	<p>repayment obligations, and risk profiles</p> <ul style="list-style-type: none"> <li>Establish customers risk appetites, and analyse their risk profiles and personal financial situations for insurance planning</li> <li>Review personal financial plans, based on an understanding of customers' financial goals and risk profiles, to ensure they meet clients' financial objectives</li> <li>Enhance comprehensiveness of financial plans for customers by incorporating business ownership considerations as part of the analysis</li> <li>Recommend suitable investment products or asset allocation strategies based on customers' investment profiles</li> <li>Advise mass affluent customers by determining suitable in-house wealth management products to meet their needs</li> <li>Establish customers' estate planning needs and analyse their personal financial situations</li> <li>Recommend suitable estate planning solutions, to develop</li> </ul>	<p>income and wealth of customers with business ownership</p> <ul style="list-style-type: none"> <li>Articulate the importance of integrated comprehensive financial plans for achieving overall financial planning objectives to customers</li> <li>Ensure products and financial plans recommended are compliant to regulations and organisational policies</li> <li>Establish the organisation's positioning of financial advisory solutions to customers</li> </ul>	
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				integrated comprehensive financial plans <ul style="list-style-type: none"> <li>• Provide investment planning analysis and advice as part of customers' integrated comprehensive financial plans</li> </ul>		
<b>Range of Application</b>			Types of financial services products may include, but are not limited to: <ul style="list-style-type: none"> <li>• Wealth management products</li> <li>• Retail banking products</li> <li>• Private banking products</li> <li>• Insurance products</li> </ul>			