

Certified by the **International Academy of Business And Financial Management (IABFM)**.  
Recognised as one of the leading professional education  
and certification providers in the world.

## **Certified Wealth Management Professional®**

### **Key Competencies**

#### ***Principles of Portfolio Management and asset allocation***

- Establishing a unique value proposition

#### ***The Prospect***

- Using technical knowledge to build the customer relationship

#### ***The Solution***

- Enhancing and expanding the relationship

#### ***The Review***

### **Who should attend?**

- Wealth Managers;
- Investment Specialists;
- Private Bankers;
- Brokers;
- Insurance brokers;
- Relationship managers;



### **Format of the Course**

The course is designed to be interactive and promote discussion. Formal lectures are kept relatively short as the desire is to practice and discuss ideas. The two key ways we learn in the course is through role plays and 'Breaking News' which are described below.

### **Requirements**

#### ***Delegates must meet the following criteria to be eligible to become CWMP:***

- Attendance – delegates must attend all sessions of the course. Delegates who miss more than two hours of the course sessions will not be eligible to sit the course exam.
- Successful completion of the course assessment.
- After successfully passing the exam the Certificates will be prepared by the IABFM and will be directly posted to your company address.

### **Benefits of attending this highly interactive 5 day course**

#### ***Successful completion of this course makes you a CWM™***

***International Certified Wealth Manager. You can use the designation CWM™ on your business card and resume.***

- A member of the American National Institute (ANSI) the International Standards setting authority
- Up to 18 months membership to the IABFM professional body
- Access to the IABFM network and body of information online
- Preferred access to education centers in USA, UK, Europe, Asia, Middle East and Latin America
- Access to the IABFM journal published online Gold Embossed Certificate with your name and designation as MIABFM (Member of the International Academy of Business and Financial Management)

## Day 1

The first day covers the huge changes that have occurred in financial services over the past 10-15 years and the impact it has on how we approach our High Net Worth customers today. We look at the various Wealth Management models used globally and the risks associated with an increasingly commoditised core offering. We look at how banks today can compete effectively in offering unique offerings to their customers. In addition we look at the key concepts of finance and investments and then investigate the theoretical underpinning of portfolio management and the need for a diversified portfolio.

### Introduction to Wealth Management

- > Defining premier retail banking, wealth management and private banking – Why they are different? Why customers are different and where they sit?
- > The relationship component – why it's so important in HNWI banking today
- > The global picture on WM growth and differentiation

### The Future of Retail Banking and Your Differentiation

- > How Customer Behavior is changing
- > How banks will have to adapt, and differentiate
- > Unique Selling Proposition - general

### Investment knowledge essentials

*This topic covers the 'need to know' finance and investment concepts that will be used day to day by Wealth Managers. The objective of this topic is to build confidence of the executive so ensure the sales conversation is of a high professional and technical standard.*

#### Topics covered include:

- > What is risk and return?
- > How important is time horizon?
- > Capital gain v Income
- > Calculating rates of return
- > The relative return of different asset classes
- > Modern Portfolio Theory
- > Advanced Portfolio Theory
- > Risk and Diversification
- > Managing Risk
- EXERCISE – Typical Portfolios

## Day 2

Day two starts with building our own personal value proposition and how important it is when trying to build rapport with the customer. We look at the different interpersonal styles of our clients and how this influences their investment decisions.

### Getting to know your client

- > Getting the meeting
- > Understanding the needs of your prospect
- > Building a unique value proposition - personal
- > Establishing Rapport
- > Building the foundations of trust
- > Interpersonal Styles and the Psychology of HNWI clients
- > The Psychology of Clients
- > Primary Interpersonal Styles and Personality Type Decision Making, Communication and Social Drivers
- > Task versus People-Directed Behaviour, Reserved and Outgoing styles
- > Anticipating client behavior based on personality type
- ROLE PLAY – The prospect

### In-house

*If interested to run this course in-house  
please contact Brenda Yang  
at +86 756 2216205 or e-mail: qing@iabfm.org*

## Day 3

Day Three looks at the technical aspects of the key asset classes and how then how they should be discussed with clients.

### Historical view of asset class behaviour

- > Relative return of Asset Classes
- > Reasons for speculative bubbles
- > Are Markets Rational?
- CASE STUDY – Dot Com Boom and Bust

### Money Market

- > Introduction
- > Why hold cash?
- > Opportunity Cost of holding cash

### Bonds

- > Introduction
- > Yield Curve
- > High yield bonds
- > Using bonds to diversify your portfolio
- EXERCISE – Breaking News

### Equity

- > Introduction » Valuations of equities
- > Mutual Funds
- > Introduction
- > Fund types
- > Where does it fit into the customer's portfolio
- EXERCISE – Breaking News
- Hedge Funds

## Day 4

Day Four continues looking at the asset classes and then shifts to look at how to present a solution to the customer

### Solutions Stage

- > Developing a solution for the customer
- > Explaining and gaining buy-in
- > Objection handling
- > Needs-Based Selling versus Product or Risk based
- > Core Behavioral Segmentation Models for your market
- > Simple Investors
- > Sophisticated Investors
- ROLE PLAY – The Solution

### Alternative WM Products

- > Derivatives
- > Options
- > Foreign exchange

## Day 5

Day Five looks at other issues in relationship management starting with the 'review' of the customer's portfolio and then looking at increasing SOW, client referrals and account prioritization.

### Strategic Relationship Management

- > Targeting the top customers
- > Deepening relationships over time
- > Strategic Selling Skills
- > Customer Targeting and Gap Analysis

### Review Stage

- > Managing expectations on performance
- > Deepening the relationship
- > Getting referrals
- ROLE PLAY- The Review

### Current issues in Finance

This session is used to cover the current issues that dominate in finance and banking. We aim to provide participants with clear and simple explanations of the issues and then how they can relate them back to their customers.

#### Example topics could include:

- > What is the sub-prime crisis and how to explain it to my customer
- > How long will this recession last?
- > Interest rates are so low how can I make an adequate return?
- > Group Assignment: Each group will be provided a client scenario and be required to assess needs, risk profile, time horizon etc and then design a portfolio solution and present it to the 'customer'.