FINERTY
ACADEMY

Module 5:

PRACTICE Management WORKSHOP
(2-Day Workshop, 9.00am – 6.30pm)

Aim:

This 2-day PRACTICE Management workshop gives a holistic overview of a CLIENT Management and PRACTICE Management Frameworks to customize your Professional Practice for your business.

Shift your paradigm. Achieve quantum growth by doing the same things differently. Unlock the door to a fulfilling and satisfying profession. Relook into the Business Development, Marketing and Prospecting aspects of your business. Revamp your usual 6-step process to wealth planning, greatly increase clients' satisfaction and achieve tremendous leap in your professional growth.

In this workshop, we will delve deeply into the 7-Step Wealth Planning Process (PRACTICE Management), integrating the Planning Frameworks covered in previous modules into the PRACTICE Process and how all these can lead to greater productivity and purpose in your business (PURPOSE Management). There will be an introduction into the effective strategic management of your business environment to poise your business for strategic growth (GROWTH Management).

This module is part of the 7-Module Certified KASHGrowth Professional (CKP) series. Completion of the CKP Series will strengthen your Identity as a Professional, positively Impact your clients' finances, enhance the knowledge you Impart to your clients and advisers, increase your Influence in their lives and Inspire them to achieve even more. Participants can expect to enhance their Professionalism, enlarge their Productivity and expand their Profitability.

Purpose and benefits:

Professionals will total relook into their own professional positioning, professional practice, and professional profitability. Participants will gain insights into

- Client Acquisition and Client Selection Process
- Choosing the right Target Market
- Client Attraction – making us attractive as adviser
- Initiating the Acquisition
- Increasing Client "Stickiness"
- Widening Your Reach in the market
- Positioning for success
- First engagement
- SMILE-SMILE Telephone Technique
- HANDSHAKE Social Conversation
- The Financial IPAD Presentations
- PICO Approach to Fact Finding
- The REPORT Approach to Presenting your Financial Report
- The SYSTEM Approach to Implementing the Financial Plan
- The REVIEW Approach to On-Going Financial Reviews using Field-Tested methods and Proven Strategies.

Learning Outcomes

By the end of the workshop, participants will be able to

- Understand the Leadership and Competency Framework – YOUR KASHGrowth
- Understand and Apply the CLIENT Management Framework
- Understand and Apply the PRACTICE Management Framework
- Understand and Apply Client Selection, Client Acquisition, Client Development & Client Retention
- Understand and Apply Clientele Development
- Understand and Apply the SMILE-SMILE Approach to Telephone Technique
- Understand and Apply the HANDSHAKE Approach to Social Conversation
- Understand and Apply the Financial IPAD Presentations
- Understand and Apply the PICO Approach to Fact-Finding
- Understand and Apply the REPORT Approach to Presenting your Financial Report
- Understand and Apply the SYSTEM Approach to Implementing the Financial Plan
- Understand and Apply the REVIEW Approach to On-Going Financial Reviews in a business meeting environment with your clients as part of the wealth planning process in advising clients.

Participants will also be able to

- Briefly describe the Journey to RETIRE framework,
- Briefly describe the Journey of HEALTH framework,
- Briefly describe the Journey for LEGACY framework,
- Recognise the PURPOSE Management Framework to increase your productivity and better align your business purposes to your life purposes.
- Recognise the GROWTH Management Framework to better identify the various factors that can poise your business for strategic growth.

Target Audience

- Wealth Managers, Financial Advisers, Insurance Advisers
- Estate Planners, Will-Writers
- Bankers, Relationship Managers
- Financial Intermediaries aspiring to enter the estate planning market will be more equipped and more confident.
- Senior Financial advisers will now have a comprehensive framework that consolidates all of their previous learning into an easy-to-remember and easy-to-present "Journey Style" presentation.
- Managers and mentors can deepen their learning and adopt a more holistic approach to coaching their advisers.

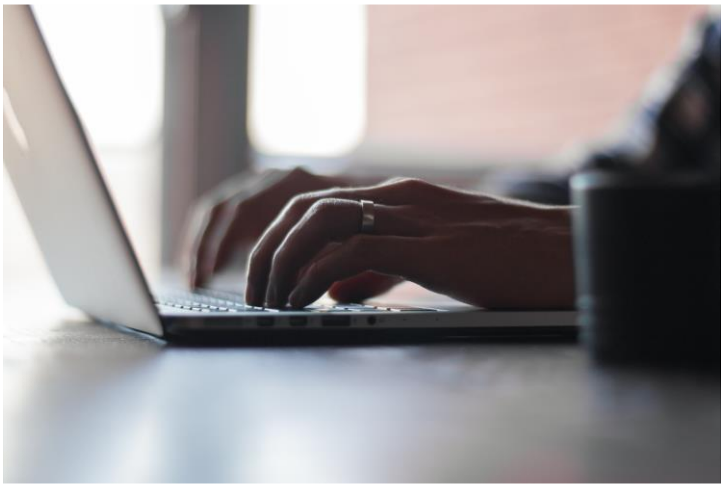
Name of Organisation/ Course Owner

Finerty Academy Pte Ltd.

Teaching Styles

The program will be conducted through case studies, role plays, short lecturing, group discussions and sharing, personal reflections and peer learning.

This program is designed using adult learning concepts. Gayne's and/or KOLB's design theories are applied together with sound design principles, effective retention strategies so that different types of learners (Visual/Audio/Tactile/Kinaesthetic learners) can achieve the learning outcomes and subsequently transfer and apply their learnings in their workplace.



The Outline of the 2-Day Workshop

Lesson Plan - DAY 1

Lesson 1: Overview of Leadership and Competency Frameworks

- Introduction and Objectives setting
- Introduction to proprietary Competency Framework YOUR KASHGrowth
- Discussion Case Study
- Small Group Discussion
- Large Group Sharing

Lesson 2: The Comprehensive CLIENT Management Framework (Part 1)

- CLIENT Management Defined
- Client Acquisition vs Client Retention
- Client Selection – Which Target Market
- Client Attraction – How to let client desire to have us as adviser
- Personal Reflection & Group Discussion

Lesson 3: The Comprehensive CLIENT Management Framework (Part 2)

- Client Acquisition – Initiating the move
- Client Development - Engaging, Educating, Empower, Equipping Clients
- Clientele Development – Widening Your Reach
- Client Retention – Choosing which clients to keep
- Personal Reflection & Group Discussion
- What to do when clients are uninsurable

Lesson 4: The Pre-Approach

- The various Business Development methods
- Finding the One Approach that suits you
- The Never-Ending Pursuit for Business
- Blue Ocean or Red Ocean
- Your Self-Introduction
- The Proprietary SMILE-SMILE Telephone Technique
- The Handshake Approach to an excellent Social Conversation
- Role Play

Lesson 5: Establishing the Relationship

- The Inverse Pyramid Approach
- Professional Positioning
- Choosing the Venue
- Preparation Work
- The Role of your Personal Assistant
- What is in your Professional Tool Kit? – The Financial IPAD Presentations
- Personal Reflection and Small Group Discussion

Lesson 6: Gathering the Facts and Information

- The PICO Approach to Fact Finding
- The Art of Fact Finding
- Soft Facts vs Hard Facts
- The Hidden Facts vs The Key Facts vs The Real Facts
- Essential Needs vs Luxury Needs
- Money Space
- 3-Account System
- 4-Envelope System
- 3-Ps of Wealth Planning – Journey of Wealth
- Personal Reflection & Group Discussion-Case Study

Lesson Plan - DAY 2

Lesson 7: Actions Before, During and After the Appointment

- Defence before Offence
- All the Preparatory work before the meeting
- Securing the Commitment
- The Close before the close
- Personal Reflection & Group Discussion

Lesson 8: The Movie Experience

- Applying the REPORT Presentation during the closing appointment
- Simulating The Movie Experience during the closing appointment
- All the preparatory work before the meeting
- The Keys to the Close
- Personal Reflection & Group Discussion

Lesson 9: Implementing the Plan

- Applying the SYSTEM System to implementation
- Efficient Generating of BIs
- Getting Referrals and Testimonials
- Keys to Submissions
- Importance of Tracking
- Stages of Engagement with Clients
- Management Information Systems
- Personal Reflection & Group Discussion

Lesson 10: Client On-Going Financial Reviews

- Applying the REVIEW Approach to Clients Reviews
- Managing the Expectation of clients
- On-going engagements with clients
- Clients' Responsibilities vs Advisers' Responsibilities
- Securing the Next Appointment
- Personal Reflection & Group Discussion

Lesson 11: Exit Strategies for Clients

- Client Acquisition vs Client Retention
- Exit Clients Professionally
- Exit Business Professionally
- Personal Reflection & Group Discussion

Lesson 12: Wealth Management as part of Comprehensive Wealth Planning

For Your Clients – Wealth Protection as part of Comprehensive Wealth Planning

- The Comprehensive Framework for managing Wealth - Journey WEALTH
- Guarding Your Wealth – Journey of HEALTH
- Gaining More Wealth – Journey to RETIRE
- Giving Your Wealth – Journey for LEGACY

For Your Professional Practice – Wealth Protection as part of Professional Practice

- Growing Your Practice – PRACTICE Management
- Getting Your Goal – Productivity
- Management thru PURPOSE
  Guiding Your Business – GROWTH Management
- Personal Reflection & Group Discussion

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