

Communicating The Financial Services Guide

Educating, Marketing & Building Trust

AQ101FSG



About The Workshop

In this workshop you will learn to use the FSG as a relationship building tool whilst covering your compliance obligations. This workshop will give you an in depth understanding of this important compliance document, and its application in building relationships in the financial planning process. You will learn the "how to" in communicating this document effectively and in a manner that builds rapport. This workshop follows ASIC requirements as a framework for covering your disclosure requirements in conversational, every day language to aid clients understanding more easily. We will unpack the FSG and show you how to educate your clients about the advice process and your business and how to position yourself as the 'go to' adviser whilst building trust every step of the way.

Topics Covered

- Behavioural communication Tools & Resources
- Explaining the adviser's role
- Establishing knowledge level of the client
- Explaining the services offered
- Identifying the licensee responsible for the representative's conduct
- Explaining fee and charging methodology
- Explaining the procedures for complaints handling
- Explaining the privacy policy

On Successful Completion

Participants will be able to demonstrate that they can engage the client and build trust in the process as they present the FSG. They will be able to demonstrate how they educate the client about the financial planning process, position themselves as the 'go to' financial adviser by being conversant with their value proposition and establishing a strong foundation for the client/adviser relationship when presenting the FSG.

RG146 Compliance

This module fulfils ASIC's RG146 'Skills Requirements'-Establish Relationship with Client, and 'Specialist Knowledge (A2)' requirements for advisory functions and legal environment disclosure and compliance requirements.

Materials Provided

Comprehensive participants guide and notes.

Copy of Book: "The Financial Services Guide: Educating, Marketing and Building Trust"

Workshop Skills Practice

Presenting an FSG

Total Skills Practice duration: 30 minutes

Pre-requisites

None

Assessment

Post workshop assessment: Participants will demonstrate that they are confident in presenting an FSG conversationally and in a manner that educates and builds trust with the client whilst fulfilling their compliance obligations. They will receive verbal & written feedback from their coach and be deemed competent or not yet competent based on the results.

Who is this workshop for?

- Individuals looking to enter the industry in a financial planning role
- Advisers wanting to excel in their client facing and client engagement skills and to improve their conversion rates
- Advisers currently completing their DFS or ADFS who want to gain the 'skills' that will help complement the technical studies undertaken in their diploma
- BDM's and financial planning managers who coach and train advisers on a daily basis

CPD Points

CPD application in progress. Points may be awarded to this module late 2009.

Location: Sydney/ Melbourne

Duration: 1/2 day

Your Investment:

\$350 (inclusive of GST)



To REGISTER GO TO www.adviserQuest.com OR CALL US ON 1300 886 907