

Specification of Competency Standards
for the Banking Industry
Unit of Competency

Functional Area - 1. General Enterprise Banking Service Delivery
(Key Function – 1.4 Delivery of Investment and Insurance Services)

Title	Provide consultative advice and solutions on delivery of investment and insurance services
Code	109172L5
Range	Provision of advice on investment and insurance products and services to enterprise clients. This applies to wealth management services ranging from packaged investment products to customized structured investment products and also different kinds of investment vehicles (e.g. global investment, properties).
Level	5
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Possess the knowledge on the theories and concepts related to investment and insurance and apply them to structure a suitable wealth management proposal to enterprise clients; • Understand the features of different investment and insurance products offered by the bank in order to recommend products suitable to the clients. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Analyse the results of financial assessments of clients in order to have a comprehensive understanding on their needs; • Propose different investment strategies based on the analysis of important factors affecting the performance of the portfolio (e.g. risk diversification, portfolio management, risk tolerance, financial resources, financial goals); • Provide recommendation and explain the proposed investment strategies with details of financial plans (e.g. features, benefits, associated risks and technical details) to clients clearly and ensure an accurate understanding of clients; • Provide rationale and information to help customers in choosing among the different wealth management products; • Construct different alternatives and provide the comparison on needs matching, risk level and returns for clients to make the decision and close the deals. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Check understanding and explain the details of the recommended financial plans or options to ensure clients have a correct interpretation on the whole wealth management plan (e.g. service scope, fees); • Identify suitable products and services in compliance with the banking industry's suitability requirements and relevant external regulations for investment and guidelines; • Analyse and explain potential risks of the investments and reiterate the possible impacts, loss, fluctuations to clients clearly.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Provision of written reports to specify and explain recommendations of different investment, insurance or saving options based on analysis of customer's needs and risk appetite, etc.;

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	<ul style="list-style-type: none">• Presentation of different investment, insurance or saving options to clients by explaining the underlying rationale and handling their enquiries while complying with external regulations and bank's guidelines.
Remark	