

Client Management, Advisory and Support > Client Prospecting

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| Title | Develop client account plan and analyze profitability of clients |
| Code | 106845L6 |
| Range | Planning on approach and details of serving a particular private banking client account. This applies to accounts of private banking clients and for different financial solutions. |
| Level | 6 |
| Credit | 5 (for reference only) |
| Competency | <p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Demonstrate specialized knowledge in managing private banking business <p>Be able to:</p> <ul style="list-style-type: none"> • Evaluate critically the private banking business and the wide spectrum of products and services in order to project revenue brought by different clients • Demonstrate specialized understanding in finance and investment in order to calculate profitability of client accounts 2. Develop the account management plan <p>Be able to:</p> <ul style="list-style-type: none"> • Structure the servicing team (e.g. central point of contact) for the particular client account and identify suitable staff • Evaluate client's profiles to project products and services which will be subscribed 3. Analyze the costs and return of accounts <p>Be able to:</p> <ul style="list-style-type: none"> • Determine the fee by reviewing the amount of assets under management and the needs for specific products and services • Evaluate costs and revenues of deals and project the profitability • Develop various pricing options, calculate the expected project margin and develop the business case for management decision |
| Assessment Criteria | <p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of account serving plan for a particular account. The plan should be based on analysis on the financial / banking needs of the client, revenue estimation and other relevant factors. |
| Remark | |