Client Management, Advisory and Support > Client Onboarding

Title	Secure client's agreements and close the deal
Code	106854L5
Range	Securing client's agreement in relation to investment recommendations and closing the deals. This applies to investment recommendations on different types of products / services and to different segments of private banking clients.
Level	5
Credit	5 (for reference only)
Competency	Performance Requirements 1. Demonstrate professional knowledge in selling to private banking clients Be able to: • Demonstrate professional knowledge in private banking products and services in order to develop the recommendations • Evaluate applicable regulatory requirements and the bank's internal guidelines to ensure compliance during the sales process 2. Obtain client's agreement on the trade Be able to: • Check with clients to ensure they have a comprehensive and unbiased understanding on the investment products • Discuss the financial options with clients • Identify client concerns and handle in a tactful and professional manner • Prepare proposals / contracts, present detailed explanation to clients and close the sales 3. Maintain professionalism Be able to: • Communicate with clients effectively to ensure they understand and agree with the terms and conditions laid down in the mandates / agreements • Employ consultative selling skills and client service skills to ensure client satisfaction • Document and retain the rationale underlying the recommendations and provide a copy to clients • Ensure compliance with applicable regulatory requirements on selling investment products in different regions
Assessment Criteria	The integral outcome requirements of this UoC are: • Securing client's accounts and successfully increase the amount of AUM. Moreover, the selling process is able to fulfill applicable regulatory requirements and reflect the use of effective selling skills.
Remark	