Client Management, Advisory and Support > Investment Advisory

Title	Structure investment presentation to clients
Code	106874L5
Range	Structuring the investment presentation in order to facilitate clients in making decisions. This applies to investment recommendations on different types of products / services and to different segments of private banking clients.
Level	5
Credit	4 (for reference only)

Competency	Performance Requirements
	1. Demonstrate specialized knowledge in advising to private banking clients
	    Be able to:
	  • Demonstrate specialized knowledge in private banking products and services in order to develop the recommendations
	  • Evaluate applicable regulatory requirements and the bank's internal guidelines and identify implications on the selling process
	2. Prepare proposals on services that address client needs
	    Be able to:
	  • Provide clients with prospectuses / term sheets of recommended investment products and explain the details to them
	  • Facilitate clients to make informed decisions by presenting rationales of why the recommended investment products are suitable to them
	  • Demonstrate to clients the nature and extent of risks the investment products bear
	3. Maintain professionalism
	    Be able to:
	  • Ensure the recommendations are in accordance with relevant regulatory requirements in different regions and internal policies of the bank
	  • Communicate with clients in a clear and simple manner to ensure they have an unbiased and balanced understanding on products recommended

Assessment Criteria	The integral outcome requirements of this UoC are: • Developing and delivery of investment presentation to clients. The presentation should cover critical information for clients to make investment decisions which is presented in a fair and balanced manner.
Remark	