



### **13. THE FINANCIAL SERVICES ADVISOR AS A PROFESSIONAL**

#### **This Course Provides:**

**5 CE Credits Life**

**5 CE Credits A&S**

**5 CE Credits General (A&S) (All Provinces except Ontario. Ontario receives 3 CE under RIBO Personal)**

**5 CE Credits Travel (Manitoba)**

#### **What will the Financial Services Advisor learn by taking this course?**

You will notice that we have referred to this course as the “Financial Services Advisor as a Professional.” This is because this course will appeal to all licensed advisors in the financial services business, regardless of their titles, such as Financial Advisor, Financial Planner, Investment Advisors, Agents or Brokers.

Their products could include, but is not limited to Life insurance products, Accident & Sickness products, Investment products and P&C insurance products such as home, auto, commercial and liability insurance etc.

#### **What Does It Mean to Be Professional?**

For some, being professional might mean dressing smartly at work, or doing a good job. For others, being professional means having advanced degrees or other certifications, framed and hung on the office wall. Professionalism encompasses all these definitions. But, it also covers much more.

Being good with people is what converts prospects to clients and makes clients feel comfortable enough to refer their friends, family, and colleagues to you.

#### **This course will cover:**

- What is the definition of being a professional?

- Tips for the advisor to use as a guideline with their clients and prospects.
- The definition of an advisor and what the different types of financial advisors are and what exactly does an insurance advisor or insurance broker do?
- The difference between a Financial Advisor and a Financial Planner.
- Qualifications & certification requirements for the various types of financial advisor licenses. How insurance licensing works in Canada – terms, limitations and renewal of licenses.
- Obligations that advisors and brokers have to their clients and the obligations that advisors and brokers have to their companies.
- Responsibility and suitability in the transaction environment. The relationship between sales and service.
- Exposing yourself to liability.
- Writing quality business and how to prevent against lapse.
- How do advisors and brokers deal with a claim?
- Financial advisors and insurance law, and the sections of the Provincial Insurance Acts that are violated most often.
- Market place conduct & errors and omission insurance
- Fiduciary, Duty of Care/Ethics & Know Your Client rules in Canada for the financial advisor. The importance of following each with ideas on how to abide by them in your practices.
- Priority of policyowners interests should be first & foremost.
- CLHIA Guidelines for Sales Illustrations.
- The main financial advisor associations in Canada & their codes of conduct.
- Understanding financial certifications – what your clients and prospects should be looking for.
- Some of the main financial services designations are highlighted.
- The need for ongoing professional growth is necessary for success.