Subject outline

Client Engagement Strategies

Subject overview

Client Engagement Strategies (DFP7) is one of four core subjects in the (FNS60415) Advanced Diploma of Financial Planning.

This subject considers the non-technical aspects of professional practice for financial planners. It focuses on the key drivers of long-term success: client engagement, interpersonal skills and business development.

Drawing on consumer data captured by ASIC and other industry participants, academic research and regulatory guides, the subject leads students through a series of activities that assist them to understand the factors affecting client engagement, allow them to use a diagnostic tool to identify personal strengths, enable them to develop a professional value proposition and take steps to manage risk in their practice.

Learning outcomes

Upon successful completion of this subject, students should be able to:
1. Develop engagement strategies to build and strengthen professional client relationships, including building trust
2. Apply techniques to recognise communication styles and adjust their own style accordingly
3. Effectively apply negotiation and conflict management techniques
4. Identify potential clients and develop an appropriate value proposition
5. Demonstrate knowledge of the legislation, regulations and codes of practice as directed by ASIC for financial planners
6. Create an action plan including SMART goals to improve performance as a planner

Subject topics

Topic 1: Fundamentals for engaging your clients
Topic 2: Improving your skills
Topic 3: Developing your professional practice
Topic 4: Protecting your practice
Topic 5: Planning for success

Units of competency

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>FNSFPL601</td>
<td>Provide technical and professional guidance</td>
</tr>
<tr>
<td>FNSPRM601</td>
<td>Establish, supervise and monitor practice systems to conform with legislation and regulations</td>
</tr>
<tr>
<td>FNSCUS501</td>
<td>Develop and nurture relationships with clients, other professionals and third party referrers.</td>
</tr>
</tbody>
</table>
Subject duration and work load

Students have a total of 12 weeks to complete all the assessment requirements for Client Engagement Strategies.

This subject will take you between 60 and 120 hours to complete, depending on your experience in the financial services industry.

Students should expect to spend up to 10 hours a week reading their subject notes, completing the learning activities and doing the assignment.

An additional 4 weeks is available if students are required re-submit an assignment or re-sit an examination.

Subject pre-requisites

The pre-requisite for enrolment into this subject is the completion of Foundations of Financial Planning in Kaplan’s (FNS50615) Diploma of Financial Planning or equivalent.

Students who would like to be awarded the Advanced Diploma of Financial Planning (FNS60415) qualification must hold a current Diploma of Financial Planning. A Diploma of Financial Planning is considered current if it was issued within the last 5 years and all core competencies were successfully completed.

Delivery mode

This subject is delivered online.

Kaplan’s online learning portal, KapLearn, enables us to provide you with innovative, interactive learning resources and support. You can access KapLearn from anywhere at any time using a computer or mobile device that has internet access.

KapLearn is where you access subject notes, supplementary learning material, practice activities and assessments. KapLearn is also where you access ongoing support. The ‘Ask your tutor’ forum provides you with continuous technical support from subject matter experts.

Assessment tasks

The assessment for this subject is an assignment.

Assignment: The assignment is a series of 7 activities spread across the subject topics which are compiled and submitted after the final task in Topic 5. The activities are generally brief in nature with a word limit applying to each.

Students may submit the full assignment at any time before the conclusion of the 12-week study period. Students will receive personal reminder emails as they approach their assessment deadlines.

Fees

An updated schedule of fees is available at the Kaplan Professional website: <www.kaplanprofessional.edu.au>. 
Exemptions

Students may be able to obtain an exemption for a Kaplan award subject based on their previous study or work experience. To do this they must submit evidence that demonstrates they have already met the requirements of the subject through these other means.

Evidence can take many forms, such as information about approved study, information about work experience, certificates, transcripts or other credentials.

Kaplan’s exemption policy and the request pro forma are available at: <www.kaplanprofessional.edu.au>.

Student policies

Students who enrol in a Kaplan course are bound by our published policies, including the policy that sets out our rules for assessment. Students can review these policies before they enrol by going to the Kaplan website: <www.kaplanprofessional.edu.au>.

The policies also assist students when their study program does not go as planned and they need extra support.