DFP7 Client Engagement Strategies

Subject outline

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.

At the successful completion of Tax for Financial Advising (DFP5), Estate Planning (DFP6), Client Engagement Strategies (DFP7) and Advanced Financial Planning (DFP8), the (FNS60415) Advanced Diploma of Financial Planning will be awarded.

Learning outcomes

On successful completion of Client Engagement Strategies, students should be able to:

- Develop engagement strategies to build and strengthen professional client relationships, including building trust
- Apply techniques to recognise communication styles and adjust their own style accordingly
- Effectively apply negotiation and conflict management techniques
- Identify potential clients and develop an appropriate value proposition
- Demonstrate knowledge of the legislation, regulations and codes of practice as directed by ASIC for financial planners
- Create an action plan including SMART goals to improve performance as a planner.

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

Subject	Code	Title	Core or Elective	Topic	Type of Assessment
Client Engagement Strategies	FNSFPL601	Provide technical and professional guidance	Core	Topic 3, 4 and 5	Assignment
	FNSPRM601	Establish, supervise and monitor practice systems to conform with legislation and regulations	Core	Topic 3, 4 and 5	Assignment
	FNSCUS501	Develop and nurture relationships with clients, other professionals and third party referrers.	Elective	Topic 1 and 2	Assignment

The above 3 units of competency are awarded for the successful completion of Client Engagement Strategies; 2 core and 1 elective. These units of competency form part of the (FNS60415) Advanced Diploma of Financial Planning.

Note: The assessment is listed by unit of competency, above. The assessments within the subject are combined covering multiple units of competency. Refer to 'Assessment tasks' for further information.

Subject entry requirements

The entry requirement for the Advanced Diploma of Financial Planning (FNS60415) is completion of the core units of competency from the Diploma in Financial Planning (FNS50615) or their equivalent from a previous version of the Financial Services Training Package.

Students who would like to be awarded the Advanced Diploma of Financial Planning (FNS60415) qualification must hold a current Diploma of Financial Planning (FNS50615). A Diploma of Financial Planning is considered current if it was issued within the last 5 years and all core competencies were successfully completed.

Subject duration

Students have a total of 12 weeks to complete the learning and assessment requirements for DFP7 Client Engagement Strategies, from their initial enrolment date.

The subject has hardcopy notes and is delivered online.

An additional four weeks (4) per subject is available if required to resubmit an assignment.

Delivery mode

This subject is delivered online.

Kaplan's online learning portal, KapLearn, enables the provision of innovative, interactive learning resources and support. KapLearn can be accessed anywhere, at any time, using a computer or mobile device that has internet access. Students are also provided with hard copy subject notes for their reference.

KapLearn is the access point for subject notes, supplementary learning material, practice activities and assessments. KapLearn is also the access point for ongoing support. The 'Ask your tutor' forum provides continuous technical support from subject matter experts.

Assessment tasks

The assessment tasks for this subject are listed below. Units of competency are co-assessed by topic within subjects, as follows. The units of competency are co-assessed, as listed earlier in 'Units of competency'.

Subject	Topic	Assessment	Assessment Detail
Client Engagement Strategies	Topics 1–5	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 their assignment at any time if they believe they are adequately prepared. Students will receive personal reminder emails as they approach their assessment deadlines.

Students who complete the subject will receive a statement of attainment.

CPD points

The FPA have assessed this subject and award CPD hours upon successful completion:

- 12 CPD hours. Professional dimensions covered include Capability and Critical Thinking.

Exemptions

Students may be able to obtain an exemption for a Kaplan award subject based on their previous study and/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>.

Fees

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

Student policies

Students who enrol in a Kaplan subject 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.