



DFP7 Client Engagement Strategies



Subject outline

Subject overview

DFP7 Client Engagement Strategies is the third 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 guidelines, the subject leads students through a series of activities. These activities will assist students to understand the factors affecting client engagement and 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. Students are required to demonstrate how to build a new referral network and maintain good relationships by providing oral responses to a series of questions and will be required to explain technical concepts in a role play scenario.

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

FNS60415 Advanced Diploma of Financial Planning			
DFP5 Tax for Financial Advising	DFP6 Estate Planning	DFP7 Client Engagement Strategies	DFP8 Advanced Financial Planning

Learning outcomes

On successful completion of DFP7 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

Code	Title	Core or Elective	Topic	Written and oral assignment
FNSFPL601	Provide technical and professional guidance	Core	Topic 1 - 5	Yes
FNSPRM601	Establish, supervise and monitor practice systems to conform with legislation and regulations	Core	Topic 1 - 5	Yes
FNSCUS501	Develop and nurture relationships with clients, other professionals and third party referrers	Elective	Topic 1 - 5	Yes

The above 3 units of competency are awarded for the successful completion of DFP7 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 FNS60415 Advanced Diploma of Financial Planning is completion of the core units of competency from the FNS50615 Diploma in Financial Planning or their equivalent from a previous version of the Financial Services Training Package.

Subject duration

Students have a total of:

- 12 weeks to complete the learning and assessment requirements for the DFP7 Client Engagement Strategies subject from their initial activation date.
- An additional four (4) weeks resubmission time, which will be granted if all assessment tasks have been attempted and the student has been deemed not yet competent in one or more tasks. This time can be used to resubmit a written and oral assignment.

Therefore, if a student completes the learning and assessment, and the resubmission time is granted, the duration will be 16 weeks.

The **amount of training** for this subject may be up to 20 hours per week. The amount of training is the hours a student can expect to spend to complete their course work and assessments.

In addition to the amount of training, students who are new to industry or vocational training could need up to 10 hours per week known as **unsupervised hours**. These additional hours are for study skills or further research. For example, a student not working in industry would need more time to review industry websites that are usually introduced in workplace compliance training. **Students working in industry may be able to complete the subject requirements in a shorter timeframe or less hours per week.**

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 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'.

Topic	Assessment	Assessment Detail
Topics 1-5	1 Written and Oral Assignment	Written and oral assignment – two (2) attempts <ul style="list-style-type: none">Written – A series of 7 activities spread across the subject topics that 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.Oral - Oral questions and role play. The mode of oral assessment is by audio recording.

Students may submit their written and oral assignment at any time if they believe they are adequately prepared. Students will receive personal reminder emails as they approach their assessment deadlines.

Students must be deemed competent in all assessment items, in order to be awarded their qualification.

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. For the purpose of Tax Practitioners Board CPE, each 1 hour of CPD equates to 1 hour of CPE.

Recognition of Prior Learning

Individuals may be able to obtain Recognition of Prior Learning (RPL) for a Kaplan award subject based on their previous study and/or work experience. To do this, individuals 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.

To find out if you are eligible for RPL, refer to our [Credit Transfer and Recognition of Prior Learning \(RPL\) page](#).

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 and our terms and conditions 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.