

The Risk School courses for 2009/2010 have been designed as a result of feedback from advisers dealing with **the risk store** and its services. Our curriculum will always be devised with **adviser feedback and need** as the key drivers. While we will always obtain accreditation for you, for our courses, we are not driven by regulatory requirements and mandated curricula when developing our educational courses. They will always be *practical, translatable to your business and of a quality you will be delighted with.*

Course 3

The Ins & Outs of Life Risk Products: a generic 'what's what' of product

Many years ago the life insurers took on the responsibility of training advisers in what products do and how they work in practice. Neither life insurers nor tertiary financial planning education courses offer this generic training now and many advisers find themselves in the deep end or having 'lost' some of this knowledge over the years. That lack of knowledge dilutes the efficacy of any research used but worse, it could lead to inappropriate recommendations. So The Risk School is filling this gap. Sue Laing will present this course, using her history in product development and research as her technical base.

Aims

This course will serve to **fill the practical knowledge gaps** between the product PDS and policy document, and the research data, such that advisers and paraplanners can improve:

- The efficacy and application of research tools, ensuring a more meaningful recommendation outcome for the client
- Your communication skills in assisting clients to understand just what the products will achieve for them in terms of wealth protection
- Your commitment to the use of the full range of products to provide an effective portfolio for each client
- The value and outcomes of the review process when it necessitates re-visiting the products' suitability for the client
- Their ability to manage claims on behalf of their clients thus increasing their true value proposition as a professional, long term adviser

Learning Outcomes

After participating in this workshop, advisers will be able to:

- Describe how the key benefits of each of the five generic products works
- Explain how each product fills 'natural' gaps in other products, thus leading to a full portfolio solution
- Construct a written recommendation to counter a client's lack of engagement in one or more type of product e.g. trauma
- Differentiate between like benefits in comparative products, to assist in interpretation of research information
- Map out the path of a hypothetical claim for a range of benefits and identify the amounts payable and when they are payable

CPD Points

TBC – expected 5 to 6