

Become a...

# Registered Financial Specialist

Certified by the American Academy of Financial Management (AAFM).  
Recognised in over 145 countries by 560 training providers, universities,  
colleges and business schools.

**08 February – 12 February 2009, AAFM Training Center, Salhia**

*After Attending this five day Executive Program, you will be able to:*

- Understand the basics of investment
- Understand the professional sales process
- How to Prospect for your business
- How to build your own business along the years of practice
- How to build a career and a business in the field of financial services
- How to understand briefly asset management
- How to practice professionally and ethically
- Understanding Islamic banking
- Understand the difference between the local market and the international market
- How to sell and increase your business.

*Who should attend?*

This highly practical qualification has been specifically designed for:

- Private Bankers Wealth Managers
- Retail Branch Managers
- Corporate Account Managers
- Family Office professionals
- Brokerage and Market Analysts
- Investment Advisors and Financial Planners
- Investment Managers and Analysts
- Stock Market Professionals
- Portfolio and Asset Managers
- Financial Marketing Professionals
- Heads of Financial Accounts.



**“An excellent course – adds real value to our experience.”**

**Omar Jahameh**  
Finance Supervisor  
Qatar Airways, Qatar

**“Highly informative and effective message delivery – an excellent experience.”**

**Noora Al Bahrani**  
Product Manager  
IFC, UAE



## Dear Finance Professional,

The Registered Financial Specialist (RFS™) training program is designed to enhance technical knowledge and train on private investment skill sets in order that the financial team can confidently frame sales conversations with clients and prospects.

Covering financial planning, asset management, investment advising, and insurance topics, the RFS™ is the entry-level qualification on AAFM's Wealth Management program. It is a prerequisite course for the CWM designation.

To join your financial peers on this program, simply fax the registration form to +965 22462050 or email to enrollQ8@aafmgcc.com. Your program director, Michael Armstrong, and I look forward to welcoming you to this professional program.

Yours Sincerely,

**Geoffrey Bye**

AAFM GCC Chapter President

**P.S. You will receive up to 18 months membership to the AAFM professional body.**

## Michael Armstrong



### Global Leadership Team AAFM Singapore

Michael Armstrong runs his own financial services consulting practice concentrating on markets in Asia and the Middle East. He has spent 15 years in the banking and

finance industry based in Sydney, Hong Kong and now Singapore.

He is Industry Advisor to the American Academy of Financial Management (AAFM) and a former Senior Manager, with HSBC in Hong Kong. His experience covers all aspects of financial services including, Wealth Management, product development, distribution, marketing and operations, working with global financial services firms including Citibank and HSBC.

At HSBC Mr. Armstrong was responsible for development of alternative distribution channels including Internet and self-service devices. Prior to this he was responsible for all consumer finance products in the Asia Pacific region. His challenge was to launch profitable products in countries as diverse as Korea and India.

His consulting activities have included work for Asian Development Bank in Manila. In addition he has lectured extensively with AAFM in the Middle East covering topics as diverse as mortgages, sales effectiveness, wealth management, investment products and asset allocation. Clients have included National Bank of Dubai, Dubai Financial markets and Gulf Bank in Kuwait.

His particular interest is in developing wealth management services and driving more effective channel distribution strategies.

## By attending this course, the added benefits you will receive include:

- The ability to use the designation RFS™ on your business card and resume
- Free AAFM membership is included with course fees for up to 18 months
- Access to the AAFM risk management network and body of information online
- Being taught by a leading finance expert from the American Academy of Financial Management
- Membership to the only professional body recognised by the AACSB, the world's leading collection of business schools
- Preferred access to education centres in USA, UK, Europe, Asia, Middle-East and Latin America
- Qualification for entry into the AAFM Chartered Wealth Manager programme
- Access to the AAFM international journal published online
- Gold Embossed Certificate with your name and designation as a MAAF (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees.

## Key Program Objectives

### Foundation Selling Skills

- Segmentation of the Customer base
- Deepening Customer Relationships
- Understanding Customer Segmentation
- Cross-sell, up-sell and referral techniques

### Client Acquisition Skills

- Opportunity Spotting Skills
- Appointment Making Skills
- Networking Skill.

# AAFM™ Registered Financial Specialist

08 February to 12 February 2009 - Programme Outline

## Course Timings:

Registration will be at 08:30 AM on Day One with the programme commencing promptly at 09:00 AM each day. There will be two short breaks each day and the sessions will conclude at 03:00 PM.

## Day One

### Portfolio Management

- Determining investors' objectives
- Asset allocation
- Building a portfolio for the customer

*Break-out: Discussion around different portfolio types for different customers according to risk, time horizon, objectives, customer age etc.*

### The Products

#### Money Market and Deposits

- Treasury bills and other Money Market products
- Money Market Funds
- Deposits

*Role Play*

#### Bonds and Fixed Income Securities

- Government securities
- High yield
- Historical review of bond market performance

*Case Study: Leverage buyouts of the late 1980s and the invention/use of junk bonds.*

*Role Play*

#### Yield Curve and Interest Rate Expectations

- How changes in interest rates influence returns
- What different yield curves mean

*Break-out Group*

## Day Two

### The Products

#### Brief History of Asset Class Performance

- Review of market performance in various markets
- Speculative bubbles: What causes them

#### Equity Valuation

- How are shares valued
- Can you outperform the market

#### Equity Investments

- Equity selection
- Mutual funds

*Role Play*

#### Hedge Funds

- History of the hedge funds
- Hedge fund strategies

*Role Play*

#### Private Equity

- Types of private equity funds
- The new surge in Private Equity activity
- IPOs

#### Other Asset Classes

- Commodities
- Real Estate

## Day Three

### The Consultative Sales Process

- Segmentation
  - Customer Segmentation
  - Assessing needs, asset mix and profiles of key segments
- Opportunity Spotting
  - Determining the characteristics of a successful and profitable client opportunity
- Prospecting Ideas
- Targeting the right clients
  - Profiling clients
  - Qualifying Leads

*Case Study and Role Plays*

### From Lead to Closure

- How to get the first meeting
  - Information gathering
  - Planning the contact
  - Making the appointment
  - Structuring the client meeting
- How to move from first meeting to business
  - Making an impact (looking and sounding the part)
  - Laying the foundations for the next call
  - Explaining your "mission"
  - Building rapport
  - Questioning and Listening skills

## Day Four

### Managing the "PIPELINE"

- Managing the Pipeline
- Winning new business from existing clients
- Getting referrals from existing clients
- Networking and events as a source of prospects
- Regular target and goal setting
- Case Studies and Role Play

### Your Network

- Building and sustaining your "network"
- Personal sales profiler methodology
  - Amplifying your strengths
  - Minimizing or Improving your weaknesses
- Case Studies and Role Play
- Personal Action Planning

## Day Five

### Introduction to Islamic Investments and Funds

- The philosophy behind Islamic Investments
- The Trend of Islamic Funds
- Islamic Products and schemes
- Murabaha ,Reverse Murabaha , Takaful , Islamic Insurance products
- Standards of the Islamic schemes in the GCC & MENA markets

### Review & Program Summary

### Course Examination

# Registration Form

## Three Easy Ways To Enrol

**T** +965 2246 2030 / +965 97688 433

**F** +965 2246 2050

**E** enrollQ8@aafmgcc.com

## Course Dates

Registered Financial Specialist  
08 February - 12 February 2009

## Timing

From 9:00 AM to 3:00 PM

## Venue

AAFM Training Center  
Salhia Complex  
Kuwait City

## Program Fee

Regular fee KD750

## Early Bird Discount

Register on or before 08 January and save KD50

## Individual & Corporate Schemes

Enjoy the benefits of our reward, royalty schemes and pricing strategies.

## Payment Methods

Please pay by Cheque, Cash or Bank Transfer. KD100 un-refundable registration fees must be paid prior to programme commencement.

All cheques should be crossed and made in favour of American Academy of Financial Management.

The fee includes instruction, course material and detailed case studies. On successful completion of the course, the AAFM award free

## Registration Details

Title: ..... First Name: .....

Last Name: .....

Company Name: .....

Job Title: .....

Department: .....

Address: .....

.....

Country: .....

Tel: .....

Fax: .....

Mobile: .....

Email: .....

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

## Payment Options

- Cash
- Cheque – Payable to “American Academy of Financial Management”
- Bank Transfer – American Academy of Financial Management, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001012338.

## Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 registration fees will be retained.

## Customised Solutions And On-Site Training

AAFM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our certifications can be articulated to a full university qualification or simply be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +965 2246 2030 or email enrollQ8@aafmgcc.com

