High Net Worth Essentials (HNWE)

Creating Elite Professional Advisors

Designed specifically for banking and insurance advisors in Asia, this course will equip your team with the expertise needed to effectively serve High Net Worth (HNW) clients. Elevate your advisors' skills and set your team apart in this competitive space.

Addressing Challenges

Advisor Challenges:

- Advisors often lack holistic perspectives, focusing too much on products rather than broader wealth protection strategies.
- A misconception that HNW individuals do not need insurance persists, leaving gaps in wealth distribution and estate planning.
- Onshore liquidity needs are often overlooked by local advisors, causing them to miss out on opportunities.

Industry Challenges:

- Growth in HNW business strains advisor resources and competencies at the top end.
- While technology is important, face-to-face engagement remains crucial for meeting HNW clients' needs.
- Advisors need better skills and knowledge, particularly in providing customized liquidity solutions for HNW customers.

Why Choose HNWE?

Tailored Curriculum:

Developed with insights from leaders in the industry, HNWE focuses on the unique dynamics of the HNW landscape in Asia.

Expert Guidance:

Build a robust candidate pipeline, master networking strategies, and tailor approaches to resonate with today's candidates.

Addressing Industry Challenges:

Identify training needs, deliver impactful training sessions, and empower new agents with fundamental sales skills.

Real-World Execution:

Coach, monitor, and support new agents in prospecting activities, ensuring continuous skill development and prospect list growth.

Don't miss out on the opportunity to enhance your advisory skills and meet the growing demands of the HNW market. Schedule a demo at www.limra.com/HNWE or contact us at TalentSolutionsInternational@limra.com.

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Curriculum Overview

Target Audience

HNW Essentials is a classroom program led by practitioners from the High Net Worth industry. Tailored for advisors with a minimum of 2–3 years of experience, it offers foundational insights into the fast-growing HNW domain. Ideal for those in the HNW insurance or wealth management financial services sector, it elevates expertise by introducing strategies for serving HNW clientele and understanding their broad range of liquidity needs before matching products to provide professional solutions and outcomes.

Day 1

- **Navigating the HNW Landscape:** Immersion in the world of HNW individuals and understanding wealth pyramid classifications to provide tailored financial services with a holistic, client-centric approach.
- **Deciphering the HNW Mindset:** Utilizing proven techniques to understand HNW individuals' (HNWI) perceptions of financial products and emphasizing trust and effective communication methods.
- **Mastering Wealth Management Conversations:** Transitioning to solution-focused dialogues, prioritizing genuine connections, and deep understanding of client needs.
- **Liquidity Events and Their Significance:** Introducing the intricacies of liquidity events and their relevance to HNW individuals, providing foundational knowledge for optimal wealth preservation strategies including estate planning, family security planning, business continuation and key person protection, retirement, philanthropic giving, asset diversification, debt repayment, and inheritance equalization.
- **Finding Facts:** Emphasizing thorough fact finds for accurate, client-aligned advice, including techniques for needs analysis and relevant recommendations.

Day 2

- **Crafting Your HNW Persona:** Encouraging the development of a distinct HNW persona using the Key Identifying Statement (K.I.S.) framework, highlighting differences in advising approaches, and refining strategies to engage the HNW audience and prepare for client meetings.
- **Tools for the HNW Advisor:** Introducing specialized solutions tailored for HNWIs, navigating product profiles and markets. Understanding the role of wills and trusts and how tax may affect the advice proposition.
- **Onshore and Offshore Operating Models:** Deepening understanding of onshore and offshore financial models, exploring their unique features, benefits, and challenges, and analyzing implications for HNWIs while building relationships based on the company's operating model.

Role-Play and Assessment: Engaging participants in real-world scenarios through role-play sessions throughout the course, simulating client interactions from initial meetings to closing discussions, with feedback sessions to identify strengths and areas for improvement, preparing attendees to confidently secure HNW clients.

90-Day Career Growth Plan: The course culminates in developing a comprehensive 90-day action plan focused on enhancing participants' HNW advisory skills and client engagement strategies to equip attendees with actionable steps they can begin immediately.