

LIMRA Talent Solutions International

Master Financial Advisor Series

Levels 1 - 3

MFA Level 1: Building a Strong Foundation

Module 1 – Introduction to Financial Planning

The Master Financial Advisor curriculum begins by introducing participants to the financial advising profession. Participants learn about the history of the profession, and engage in activities designed to provoke conversations about the skills, knowledge, and conduct required of a successful financial advisor.

Module 2 – Client Building

Module 2 explores the psychology involved in the financial advising process. The Module begins by discussing the importance of effective communication in the financial advisory process. Participants learn about the steps of the financial advisory process, the discovery process, and engage in activities designed to provoke conversations about prospecting and approaching potential clients.

Module 3 – Identifying the Need

Identifying the appropriate client needs are essential for a Financial Advisor. This module covers the initial meeting, discovery process, and follow up necessary to collect the information necessary to uncover relevant client details. Participants practice their skills through role-plays and group discussions to ensure they are asking the right questions, in the right way, to collect the necessary details from their clients.

Module 4 – Quantifying the Need

Module 4 enables learners to analyze and quantify the need for life coverage, income protection, savings, and retirement income. Quantifying the client's need is derived by collating the information gathered throughout the discovery process, thus the reason for the client to be totally engaged in this exercise. The accuracy of the information gathered will determine the validity of the outcome and the final recommendation. All recommendations are based on a scientific and objective process of quantifying the need.

Module 5 – Solution Design

In Module 5, learners will prepare appropriate solutions designed to meet the needs of their clients. The solution design phase is essential in the financial advising process to ensure clients are able to effectively manage their financial risks.

Module 6 – Recommendations, Presentations, and Proposals

At the end of Module 6, learners will gain the skills necessary to make appropriate recommendations, presentations, and proposals to prospective clients. Presenting a prepared financial report and recommendations and delivering an effective presentation of this information in a way clients can understand is an essential step in the selling process.

MFA Level 2: Putting Clients First

Module 7 – Post Sale Follow-Up Service

In this module, learners will be able to understand how a good post-sale follow-up service makes a tremendous difference in their businesses — a chance to differentiate themselves that clients cannot fully appreciate from internet content. Learners analyze their existing clients for future market expansion and how that analysis can help them manage their time effectively and profitably.

Module 8 – The Importance of Client Record Keeping

Module 8 helps learners to be able to define philosophy, mission, and vision and cite their importance to their financial planning business. They will learn how to conduct proper documentation and recordkeeping in meeting exceptional customer service and compliance. Learners will understand how to hire and coach staff for achieving optimum performance and to identify and nurture new potential leaders who can take over leadership roles when they become available.

Module 9 – Performance Improvement – Managing Activity

At the end of Module 9, learners will be able to analyze their weekly activity report and identify problems that may prevent them from reaching their goals. Learners will identify how to deal with stress from a more positive perspective.

Module 10 – Planning, Problem Solving, and Delegation

Module 10 aims to enable learners to list the steps in planning and problem-solving models, understand how to hire staff in a systematic approach for their practice, and delegate responsibilities. Through discussion and sharing, learners will gain insights into building a high-performing team by identifying the most promising candidates and the most effective ways to approach and train them.

MFA Level 3: The Business Advisor

Module 11 – Financial Planning for Business

In this module, learners will be able to recognize the types of business owners they approach and help identify their needs. Learners will come to understand the impact of the risks specific to different types of business and to develop needs-based plans to mitigate the specific risk.

Module 12 – Approaching Business Prospects

In this last module, learners will continue to learn how to put things together: to approach business-owner prospects effectively, develop credibility, and prepare an opening statement, a process that should lead them directly into conducting a business discovery with the business owner. Learners will master how to match a business owner's needs to products and services learners have available and present them in a compelling way to prompt the business owner to take immediate action.