

# **ASIA PACIFIC BANCASSURANCE TRAINING CURRICULUM**

**ASTD AWARD FOR EXCELLENCE IN PRACTICE -  
WORKPLACE LEARNING AND DEVELOPMENT (W205)**



**PRESENTED BY**

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**Today Agenda**



**Why ?**  
**How ?**  
**What ?**

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**Why**

**Business Strategic Plan**

Provide a full spectrum of financial service and expand the insurance business across Asia-Pacific countries

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## Why the need to develop the Bancassurance Training Curriculum?

To enhance the sales teams' competency in providing world-class tailor-made financial services

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## Objectives

- To equip sales teams with consistent well defined skills and knowledge on Financial Planning
- To streamline all insurance training across Asia-Pacific
- To provide a clear roadmap for staff development

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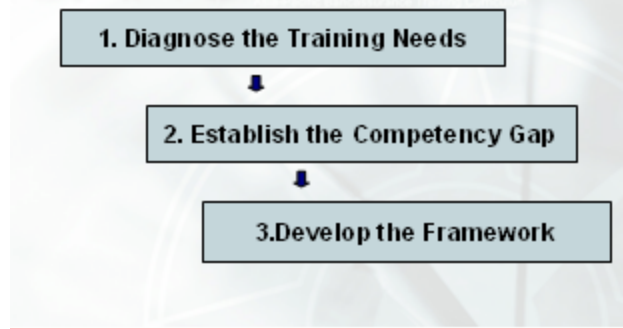
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## How the Curriculum was designed?



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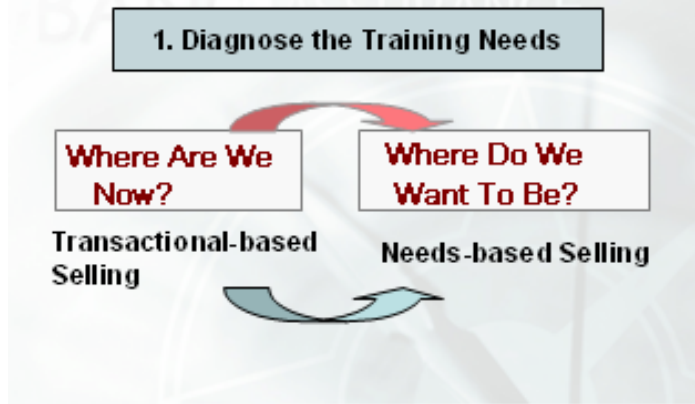
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## How the Curriculum was designed?



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## How the Curriculum was designed?

### 2. Establish the Competency Gap

Communication Skills  
Interpersonal Skills  
Business Awareness  
Sales Planning  
Emotional Stability  
Understanding on Financial Planning

Training Needs

Backbone of the Curriculum

## How the Curriculum was designed?

### 3. Develop the Framework

#### Bancassurance Curriculum -Sales Force



## How the Curriculum was designed?

### 3 . Develop the Framework

#### Bancassurance Curriculum -Sales Leaders



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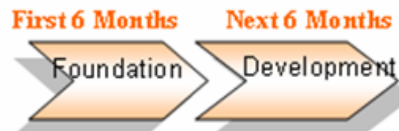
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## How the Curriculum was designed?

### 3. Develop the Framework

#### Bancassurance Curriculum –Leads Referrals



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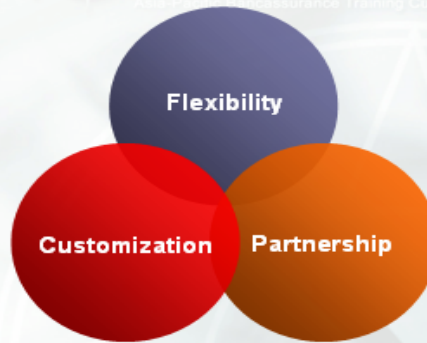
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## How the Curriculum was implemented?

### Across Asia-Pacific



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## What are the impacts of the Curriculum?

### Impact

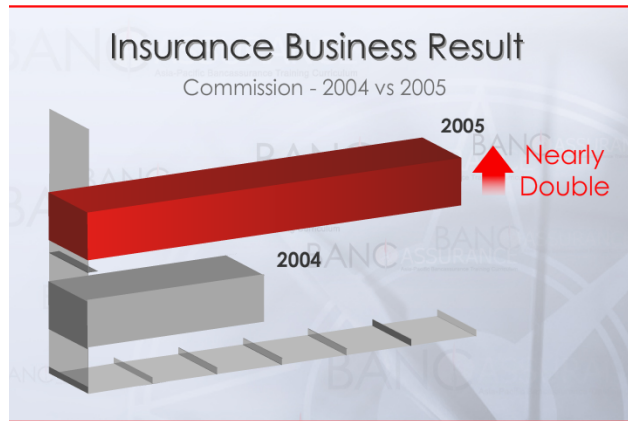


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Notes / Insights

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Notes / Insights

**Thank You**

