Pro-Seminars

14. UNDERSTANDING CANADIAN FINANCIAL SERVICES HISTORY & DEFINITIONS

This Course Provides:

3 CE Credits Life

3 CE Credits A&S

3 CE Credits General (P&C) (Saskatchewan receives 3 CE Credits Travel, 3 CE Credits General)

What will the Financial Services Advisor learn by taking this course?

This course will help any Financial Advisor, Agent or Broker, who is licensed for Life, A&S, Investments or General Insurance.

In addition to financial services definitions, this course will discuss , the history of Insurance in Canada, the Canadian financial services sector, and the comparison of insurance distribution channels. We will also look at the 5 big names in Canadian Insurance and Investment companies. We have also included Property & Causality statistics in addition to some Mutual Fund statistics to add to your knowledge.

Financial advisors have a lot to say to their clients, but does any of it really get through? As a discipline, financial advice by its nature involves technical language that is difficult for the layperson to understand, but adding to the challenge, advisors and analysts have constructed a confusing lattice of acronyms, shorthand and slang that can confuse the message that the advisor is trying to get across.

The world of finance is loaded with technical concepts and complicated terminology — much of its vital shorthand for industry participants, including the financial adviser. From estate planning to investment, to taxes, complex terms and phrases are basic to strategy and execution.

As an advisor, it is likely that you have used some of the words in this course when soliciting your business and, later, in the planning and execution of your financial recommendations and solutions. In some cases, the words may sound impressive, while in other cases, intimidating or confusing. Worse, some of the vocabulary isn't what it sounds like.

To succeed in this industry, the prudent financial planner must become familiar with the terminology that is necessary to service their clients and prospects properly. Financial services definitions that should be part of any Advisors business are covered in detail.

Becoming familiar with these terms will help you understand what your responsibilities are, and how you can bring value to your clients and prospects by explain the process to them in terms they can understand.