

# Trading Representative Productivity Enhancement Program



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## Introduction

The Trading Representative (TR) Productivity Enhancement Program aims to equip TRs and renew the TRs' technical and sales competencies to bring greater value-added to investors. The aim is to support the enhancement to the effectiveness and efficiency TRs' activities, leading to greater productivity in trading and sales management.

This program covers 2 main areas:

- 1) **Technical competency building: Winning Stock Selection and Asset Allocation Strategy with Fundamental and Technical Analysis**
- 2) **Sales competency building: Trading Representative Sales Training**

## Technical Competency: Winning Stock Selection and Asset Allocation Strategy with Fundamental and Technical Analysis (2 Days)

Which is a better methodology for shares investment, fundamental or technical analysis? Many investors & traders have followed either one of the paths and proclaimed its superiority against the other. Instead of figuring out which is a better methodology, we ask if there are synergies between the 2 analytical methods. We are happy to note that there are indeed areas for the 2 methodologies to work hand in hand for superior results. This is what this training is about – putting fundamental analysis (FA) together with technical analysis (TA) to create a winning stock selection and asset allocation strategy. Coincidentally, pronunciation of “FA TA” is similar to the Chinese word 发达, which means “prosper”, and we hope that the participants will prosper together after the Workshop!

## Program Objectives & Benefits

The training is divided into 2 segments over 2 days with the objectives as follows:

### • Day 1

#### - Selecting VALUE Stocks with Fundamental and Technical Analysis

You will know what are value stocks, their characteristics and how to find them. This is followed by bringing you through the fundamental analysis process to identify stocks with good opportunities. With the shortlisted list of value stocks, we will go through the technical analysis process to confirm our initial findings and help to decide our investment entry and exit. This segment is especially useful for investors looking to put some of their spare cash for long term investment.

• Day 2

**- Selecting GROWTH Stocks with Fundamental and Technical Analysis**

The right growth stocks invest at the right timing can bring to investors superior capital gains. This segment will shed light on the process of choosing the right type of stocks through fundamental analysis and provide guidance on the right timing through technical analysis.

**- Asset Allocation Strategy**

This segment will provide guidelines to how much of your money should be deployed into the securities market for greater potential returns. It will also discuss what is the ideal allocation between growth and value stocks at different market timing.

**Course Structure / Content**

**2 full days of intensive workshop!** You will get about 12 live contact hours with the Instructors with hands on exercise. Real life examples will be used to reinforce learning! Q&A session will be conducted to answer the queries that you have!

Session	Content	Conducted by
Day 1 - Morning	Fundamental Analysis on <b>Value</b> Stocks - What are Value Stocks? - Business Analysis - Financial Statement Analysis - Pricing Analysis - Real Life Case Studies	Chua I-Min, CFA
Day 1 - Afternoon	Technical Analysis on <b>Value</b> Stocks - Behaviors of Values Stocks - Entry and Exit	Jeffrey Tie
Day 2 - Morning	Fundamental Analysis on <b>Growth</b> Stocks - What are Growth Stocks? - Business Analysis - Financial Statement Analysis - Pricing Analysis - Real Life Case Studies	Chua I-Min, CFA
Day 2 - Afternoon	Technical Analysis on <b>Growth</b> Stocks - Behaviors / Risk – Return profile for Growth Stocks - Guidelines for right entry timing	Jeffrey Tie
	Ideal Asset Allocation considering FA and TA views	Jeffrey Tie Chua I-Min, CFA

## **Sales Competency: Trading Representative Sales Training (2 Days)**

Trainer, Lena Yong, has a wealth of sales experience both as a sales manager and as a sales person with over 25 years of experience in the financial industry. She was formerly heading sales teams in regional and international equity houses such as CLSA and Macquarie Group. Prior to becoming a sales person, Lena was a senior analyst with UBS and began her career as a business journalist in The Business Times in Malaysia.

Session	Content
<b>Day 1</b>	<p><b>Client acquisition and the power of referrals</b></p> <ul style="list-style-type: none"><li>• Prospecting does not mean making cold calls since statistics show the success rate is less than 5%</li><li>• Referrals can be made easy if you use the right strategy</li><li>• We will reveal some helpful tips that will help you master making hot calls</li></ul> <p><b>Setting client service levels and managing client expectations</b></p> <ul style="list-style-type: none"><li>• To establish any service level you need to examine the fundamentals of selling in order to understand the customer and his needs</li><li>• One main focus is asking the right questions of your customers to help you provide the right product and the right service</li><li>• Whatever you offer has to be worth more than what your client thinks he is paying for so an effective sales person will deliver that answer from the onset. When you offer something that gives the “feel good” factor, you are on your first step towards sales success</li><li>• Setting up a calling script &amp; a daily routine</li><li>• Telephone skills are essential in your pursuit to be an effective sales person but success really depends on you being organized</li><li>• Steps to mastering a daily routine includes asking yourself – what is your objective and identifying the right approach</li><li>• Setting up a call list and ensuring that you establish a calling discipline is the first step to getting you your sales ticket</li><li>• In disseminating information to your client via your daily call requires you maintaining the interest of the party on the line. The trick is to create a “hook” where your opening statement packs enough of a punch for the listener to be craving for more</li><li>• It is essential to follow a simple outline so that the most important calls are made and the information broadcasted to your top clients quickly and efficiently</li></ul>
<b>Day 2</b>	<p><b>Case studies of Top 10 client issues a TR will face</b></p> <ul style="list-style-type: none"><li>• A closer look at what new TRs face when they first start as a sales person catering to their clients’ needs and wants.</li><li>• Creating your rapport, building your credibility and maintaining a high standard of service so you gain mileage with your clients.</li><li>• Showcasing product knowledge and understanding what is relevant to your client.</li></ul>

Session	Content
<p><b>Day 2 (continue)</b></p>	<p><b>Handling difficult clients</b></p> <ul style="list-style-type: none"> <li>• The key to providing good service requires you to have good communication skills.</li> <li>• The best way to accommodating all “categories” of clients is to possess good listening and acknowledging skills.</li> <li>• Responding to clients’ needs and concerns will demonstrate your personal credibility and competence and also gain emotional alignment with your clients.</li> <li>• Learn to take appropriate action, sound logical as well as reasonable, and learn to better handle objections.</li> <li>• Master some techniques to becoming an empathetic listener and use the right type of body language to convey attentiveness and alertness</li> <li>• Adopt an acknowledging stance so that you can demonstrate your ability to listen and build rapport with your client</li> </ul> <p><b>Role playing different client-facing scenarios</b></p> <ul style="list-style-type: none"> <li>• Confrontations and accusations – and how to calm a client down when sparks fly</li> <li>• Saying “no” to demanding clients who pay little and ask a lot</li> <li>• When you promise more than you can deliver</li> </ul>