



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Client Relationship Building in Financial Services

Business, Commerce and Management Studies / Finance, Economics and Accounting

Unit Standard 243137 · NQF Level 4 · 3 Credits · 1 Day

COURSE OVERVIEW

This course equips financial services professionals with the skills and techniques needed to build and maintain strong client relationships. Participants will learn to apply relationship-building strategies, communicate effectively, and foster trust to enhance client satisfaction and loyalty in a financial services environment.

Category	Business, Commerce and Management Studies
Subfield	Finance, Economics and Accounting
Unit Standard	243137
Accreditation	SAQA Accredited · NQF Level 4 · 3 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply communication techniques to establish rapport and trust with clients in a financial services context.
- Demonstrate active listening skills to accurately interpret client needs and expectations.
- Analyze client profiles to tailor relationship-building approaches and service delivery.
- Implement strategies for managing client expectations and resolving conflicts professionally.
- Evaluate the effectiveness of relationship-building techniques through client feedback and self-reflection.
- Demonstrate ethical conduct and adherence to financial services regulations when managing client relationships.

WHO SHOULD ATTEND

- This course is designed for financial advisors, client relationship managers, and other frontline staff in banking, insurance, and investment sectors who interact directly with clients and seek to improve their relationship management skills.

COURSE OUTLINE

Day 1: Building Trust and Rapport with Financial Clients

- Overview of client relationship management in financial services
- The trust equation: credibility, reliability, intimacy, and self-orientation
- Communication styles and adapting to client personality types
- Active listening, empathy, and effective questioning
- Handling client concerns and objections professionally
- Ethical considerations and regulatory compliance (FAIS, FICA)
- Building a client-centric service culture
- Action planning for relationship enhancement

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **3 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	10 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	10 Aug 2026	On-Campus	Mauritius
11 Aug 2026	11 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	17 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243137) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za