





# INSIDE FINANCIAL SERVICES<sup>®</sup>

## E-LEARNING INDUSTRY ORIENTATION

PSI's *Inside Financial Services*<sup>®</sup> is targeted to professionals selling into the financial services industry. This self-paced program is designed to provide your Sales, Marketing, Professional Services and Support professionals with the comprehensive foundation of industry knowledge needed to effectively sell into financial services. This prospectus provides *Inside Financial Services*:

- Overview
- Objectives
- Structure
- Delivery Options
- Content Outline (in Appendix A)

### **INSIDE FINANCIAL SERVICES OVERVIEW**

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To effectively represent, position and sell your company's solutions, your professionals must first understand their financial services customers' business. PSI's *Inside Financial Services* establishes that foundation of current industry knowledge in a self-directed, e-learning program that your professionals will find both informative and engaging.

*Inside Financial Services* provides one solution for the entire financial services industry. Users of the program can choose to learn about the entire industry or focus their learning efforts on industry segments related to their specific job responsibilities, including:

- Banking (focusing on retail banking, investment management, corporate finance and wholesale banking)
- Insurance (focusing on life and general/property and casualty)
- Capital Markets (focusing on brokerage, investment funds and investment banking)



## INSIDE FINANCIAL SERVICES OBJECTIVES

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Upon completing PSI's *Inside Financial Services*, learners will be able to:

- Discuss the fundamentals of the financial services industry, including:
  - Customer needs met by financial institutions
  - Types of financial institutions
  - Products and services offered by financial institutions
  - Delivery channels
  - Managing risks in the industry
  - How financial institutions make money
  - Key regulators
  - Sources of industry information
- Identify key characteristics of the various business segments within a financial institution, including:
  - Retail Banking
  - Investment Management
  - Corporate Finance
  - Wholesale Banking
  - Investment Banking
  - Brokerage and Trading
  - Life Insurance
  - General Insurance
  - Support Functions (e.g., Treasury/ALM, Risk Management, IT, Finance etc.)
- Position your company's product/solution offerings within the context of the financial services environment



## INSIDE FINANCIAL SERVICES STRUCTURE

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### LEARNING TRACKS

PSI's *Inside Financial Services* reflects the rapidly changing industry and provides an inside look into the current world of financial services. When learners log into the program they will be asked to either choose the default learning track (organized around a comprehensive, domain-based view of a “converged financial institution”) or choose an individual industry segment:

- Banking
- Capital Markets
- Insurance

Learners can also choose a Global or US-based learning track, depending on their focus. A complete outline of the program content is in Appendix A.

### MODULE DESIGN

We have been educating sales professionals about the financial services industry for over thirteen years. PSI used this experience, as well as our instructional design expertise, to design the content in a way that maximizes learners' understanding of today's complex financial services industry.

*Inside Financial Services* content is organized in bite-sized pieces to promote learners' comprehension of the financial services industry. The program structure also provides the option of completing the program in multiple sittings. The estimated time to complete the entire course is 4-8 hours depending on the learning track chosen.

When covering each business segment (e.g., Retail Banking, Life Insurance) the course is structured as follows:

- Customers - Customer types, customer financial needs and what those customers value. This sets the focus for each module.
- Institutions - The types of institutions that serve customer needs.
- Products and Services - Products/services offered to customers in this segment.
- Delivery Channels - The methods institutions use to deliver products/services to customers.



- Managing Risks - Identification of risks institutions face and how they are managed.
- Making Money - Revenues and expenses incurred in serving customers and delivering products/services.
- Current Issues - Hot issues affecting this segment.

PSI's focus is to enhance the learning and simplify the complex world of financial services.

### **Exercises**

Each module contains challenging, interactive exercises that reinforce critical industry knowledge and encourage application of the knowledge to a student's every day responsibilities. The exercises vary in forms of interactivity and approach to stimulate the learning.

### **Financial Data on Top Institutions**

*Inside Financial Services* also includes a database of top institutions' financial data. This provides learners with the opportunity to review the performance of clients/prospects and their peers within specific areas of the industry.

## **INSIDE FINANCIAL SERVICES PROGRAM UPDATES**

Each year, PSI will update the program content and financial information to ensure that it remains current. As part of the update process, we will solicit your feedback so the program will continue to meet your needs.

## **CERTIFICATION TESTING**

The course includes a certification test based on the objectives covered in each module and the learning track chosen at login. Based on the content covered, PSI's testing functionality will create an exam from a database of relevant questions to ensure that your learners have mastered the content. In addition, the program will vary the test questions, so that learners cannot share answers with their peers.

PSI has the capability to tailor the certification test or develop a custom testing approach depending on your unique needs.



## TRACKING

The program indicates the participant's progress through the program. *Inside Financial Services* is AICC compliant and meets SCORM (Sharable Content Object Reference Model) standards. We can also customize the program to meet any unique tracking needs you may have.

## INSIDE FINANCIAL SERVICES CUSTOMIZATION OPTIONS

*Inside Financial Services* can be customized for your audience. If you have specific needs, PSI will work with you to tailor the program to meet those needs. Some of the options to consider include:

### **Client Defined "Learning Tracks"**

PSI can define learning tracks specifically for your audience. If you choose this option, PSI will work with you to define specific User Profiles based on your financial services industry focus (e.g., retail financial services). The program can also include customized tracks focused on specific countries or geographic regions.

### **Links to Your Solutions**

The courseware can also be further tailored to your specific solutions. By linking to your website or building in specific product/solution links, PSI can help your professionals transition from learning financial services industry knowledge to understanding your company's specific product/solution offerings within the context of the financial services industry. This custom feature provides a highly effective "just-in-time" resource tool to the field.



## INSIDE FINANCIAL SERVICES DELIVERY OPTIONS

To address your specific delivery requirements as well as the size of your audience, PSI's *Inside Financial Services* can be purchased in two formats:

- Single Users
  - Individual CDs for use on local PCs
  - Access to the program via PSI's on-line University
- Site License
  - If you have a large audience of potential users, we recommend establishing a site license
  - The site license provides you with the opportunity to host the program on your secure intranet, linking the program to other internal industry initiatives or internal training sites
  - Alternatively, we can also host *Inside Financial Services* for your sales force, allowing your professionals to access the course on-line without tying up internal IT resources
  - Licensed clients will be provided with a master CD for the purpose of internally reproducing and distributing the program on CD for those geographies or situations where web accessibility is an issue

## ADDITIONAL USES FOR INSIDE FINANCIAL SERVICES

### **Inside Financial Services as a Prerequisite to Advance Industry Training**

The challenge in maximizing the effectiveness of any advanced industry training, whether a traditional workshop or distance learning initiative, is to have an audience that has a common level of understanding from which to build on. *Inside Financial Services* provides that common foundation and can be used to effectively level-set your audience prior to offering advanced-level financial services industry training.

### **Inside Financial Services Orientation**

*Inside Financial Services* provides an excellent employee or "new hire" orientation that can be implemented on an individual basis as opposed to requiring a group delivery. Due to high turnover costs, clients will often delay the investment in industry training for new hires. *Inside Financial Services* provides an excellent tool for delivering an effective, low cost program that can assist in advancing the productivity of new hires.



## CONTACT PSI

To contact a PSI account executive to discuss pricing and the options for your organization, please call our toll free number at 1-866-GOTO-PSI (1-886-468-6774), and dial option # 1. You can also e-mail us at [IFS@goto-psi.com](mailto:IFS@goto-psi.com).

PSI also offers an entire Financial Services Curriculum and free financial services industry resources at our website at [www.goto-psi.com](http://www.goto-psi.com).

Performance Solutions International is pleased to have this opportunity to assist our clients in enhancing their vertical initiatives and achieving their goals within the financial services industry. If you have any comments on our approach or program or would like to recommend any improvements, please let us know.

Our goal is to enhance your effectiveness in the financial services industry!



# APPENDIX "A"

## PSI'S INSIDE FINANCIAL SERVICES CONTENT OUTLINE

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### INTRODUCTION:

- Course Overview
  - Objectives
  - Navigation instructions
  - Expected timing

### MODULE ONE: OVERVIEW

- Customer Needs met by Financial Institutions
  - Conduct financial transactions
  - Access to credit
  - Invest/safe keep excess funds
  - Insure against loss
  - Advice
- Types of Financial Institutions
  - Depository institutions
    - Commercial banks
    - Savings banks
    - Credit unions, building societies
  - Capital markets firms
    - Brokerage firms
    - Investment banks
    - Asset managers
  - Insurance companies
    - Life insurance companies
    - General insurance companies
    - Reinsurance companies
  - Other financial institutions
    - Finance companies
    - Trust companies



- Other industry participants
  - “Network” providers (credit card associations, ATM networks, Check free)
  - Exchanges and ECNs
  - Depositories
  - Information providers
  - E-providers (portals, aggregators)
- Financial Instruments
  - Primary and secondary markets
  - Exchanges and OTC markets
  - Money market instruments
  - Equity instruments
  - Debt instruments
  - Derivatives
- How Financial Institutions Make Money
  - Sources of revenue
  - Sources of expense
  - Reading a P&L
  - Reading a balance sheet
- Risk Management
- Key Regulators

## MODULE TWO: RETAIL BANKING

- Retail Banking Customers
  - Customer types
  - Financial needs of customers
  - What customers value
- Retail Banking Institutions
  - Commercial banks
  - Savings banks
  - Finance companies
  - Retail brokerage firms
  - Insurance companies
  - Financial portals
- Retail Banking Products and Services
  - Deposit services
  - Payment services
  - Lending services
  - Investment management services (note, this is a link to Module Three)



- Retail Banking Delivery Channels
  - Branches
  - Self-service terminals
  - Phone-based services
  - On-line services
  - Wireless services
- Managing Risks in Retail Banking
  - Market risk (e.g., interest rate risk, prepayment risk)
  - Credit risk
  - Liquidity risk
  - Operational risk
  - Political/regulatory risk
- Making Money in Retail Banking
  - Sources of revenue
  - Sources of expense
- Current Issues in Retail Banking

### **MODULE THREE: INVESTMENT MANAGEMENT**

- Investment Management Customers
  - Customer types
  - Financial needs of customers
  - What customers value
- Types of Investment Managers
  - Brokerage firms
  - Investment banks
  - Commercial banks
  - Mutual fund groups
  - Insurance companies
  - Independent financial planners (e.g., accountants, tax advisors)
- Investment Management Products and Services
  - Financial planning
  - Brokerage services
    - Trade execution
    - Trade settlement
    - Research and analysis
    - Margin trading
    - Managed accounts



- Custody
  - Securities lending
  - Short-selling
  - Securities clearing
- Prime brokerage
- Investment funds
  - Mutual funds
  - Closed-end funds
  - Unit investment trusts
  - Exchange-traded funds
  - Hedge funds
- Trust services
- Private banking
- Retirement plan administration
- Investment Management Delivery Channels
  - Retail delivery channels
  - Institutional delivery channels
- Managing Risks in Investment Management
  - Market risk
    - Interest rate risk
    - Investment risk
    - FX risk
  - Liquidity risk
  - Operational risk
  - Political/regulatory risk
- Making Money in Investment Management
  - Sources of revenue
  - Sources of expense
- Current Issues in Investment Management

#### **MODULE FOUR: CORPORATE FINANCIAL SERVICES**

- Corporate and Organizational Customers
  - Customer types
  - Financial needs of customers
  - What customers value



- Providers of Corporate Financial Services
  - Large commercial banks
  - Small banks (e.g., savings banks)
  - Finance companies
  - Investment banks
- Corporate Financial Services and Products
  - Corporate finance
    - Commercial lending
    - Investment banking
  - Treasury services
  - Risk management
  - Investment management (note: this is link to Module 3)
- Corporate Delivery Channels
  - Relationship managers
  - On-line services
  - Wireless services
- Managing Risks in Corporate Financial Services
  - Market risk
  - Credit risk
  - Underwriting risk
  - Liquidity risk
  - Operational risk
  - Political/regulatory risk
- Making Money in Corporate Financial Services
  - Sources of revenue
  - Sources of expense
- Current Issues in Corporate Financial Services

## **MODULE FIVE: LIFE INSURANCE**

- Life Insurance Customers
  - Customer types
  - Financial needs of customers
  - What customers value



- Providers of Life Insurance
  - Life insurance companies
  - Health insurance companies
  - Reinsurance companies
  - Captive insurance companies
  - Self-insurers
  - Brokers
- Life Insurance Products and Services
  - Life insurance products
    - Term life
    - Whole life
    - Endowment policies
    - Universal life
    - Unit linked (variable) life
    - Credit insurance
    - Critical illness
  - Annuities
    - Fixed annuities
    - Variable annuities
  - Accident and health insurance
    - Disability income insurance
    - Long-term care insurance
  - Group insurance
  - Pension and retirement plans
- Life Insurance Delivery Channels
  - Captive agents
  - General agents
  - Brokers
  - Direct sales (e.g., Internet)
  - Bancassurance
  - Worksite marketing
  - Group insurance and benefits
- Managing Risks in Life Insurance
  - Underwriting risk
  - Investment risk
  - Pricing risk
  - Persistency risk
  - Fraud risk
  - Operational risk
  - Regulatory risk



- Making Money in Life Insurance
  - Sources of revenue
  - Sources of expense
- Current Issues in Life Insurance

## MODULE SIX: GENERAL (P&C) INSURANCE

- General Insurance Customers
  - Customer types
  - Financial needs of customers
  - What customers value
- Providers of General Insurance
  - General insurance companies
  - Reinsurance companies
  - Captive insurance companies
  - Self-insurers
  - Insurance exchanges
  - Brokers
- General Insurance Products and Services
  - Personal lines
    - Homeowners insurance
    - Motor insurance
  - Commercial lines
    - Commercial property insurance
    - Commercial liability insurance
    - Marine, aviation and transportation insurance
    - Other forms of commercial general insurance
- General Insurance Delivery Channels
  - Direct writers
  - Independent agents and brokers
  - Exclusive agents
  - Direct marketing
  - Bancassurance
  - Internet
- Managing Risks in General Insurance
  - Underwriting risk
  - Investment risk
  - Pricing risk
  - Fraud risk
  - Catastrophe risk



- Operational risk
- Regulatory risk
- Making Money in General Insurance
  - Sources of revenue
  - Sources of expense
- Current Issues in General Insurance

## **MODULE SEVEN: SUPPORT/ADMIN FUNCTIONS**

- Treasury/ALM
  - Gathering funds
  - Interest rate risk management
  - Liquidity risk management
- Risk Management
- Finance
- Actuaries
- IT
- Marketing
- Legal, compliance and audit
- Human Resources

## **MODULE EIGHT: NEXT STEPS**

- Where to learn/get more information

## **CERTIFICATION TEST**

## **GLOSSARY OF FS TERMS**