

# The Facts about Securities Industry Operations: How your home office handles trades and accounts

*A workshop specifically designed for Sales Assistants*



## Why should you attend?

A Sales Assistant is on the front-line of the securities industry. You deliver service every day to your clients – completing new account forms, depositing checks and securities, answering questions and solving problems. You are expected to have ALL the answers!

You've survived this far by learning quickly. Now it's time to get "the rest of the story." What exactly is going on in all those Operations departments at your firm? What's a simple way to understand how transfer agents, depositories and your firm are handling your client's securities? And why are mutual funds so different from everything else?

## Our Agenda

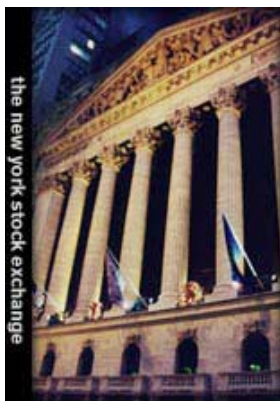
### Clients and Operations Fundamentals

- Where do you fit into the Securities Industry?
- How clients choose a Financial Advisor...and how you & Operations are crucial to the equation!
- The Safekeeping Web: Transfer Agents, Depositories, Broker-Dealers and Clients
- How a Broker Dealer Receives, Deposits and Transfers a Certificate
- What happens to the order – the journey from data entry to executed trade (A look into how trades are made on the exchanges)
- How NSCC & DTC work to clear millions of trades and shares every single day

### Lunch (on your own)

### Behind the Scenes: ACATS to Dividends, Regulators & Mutual Funds

- How the Operations departments at a Broker-Dealer fit together (Yes, there's a way to make sense of that jumbled org chart and directory!)
- Inside the ACATS process
- Dividends & Reorg: What makes these processes different?
- Who are the Regulators and what does each one do?
- Mutual Funds: Product basics and how these create incredible variety in the mutual fund operations processes
- Mutual Funds Terminology: How to speak the language like a pro
- From workshop to workplace: A competition to help you transfer what you learn into on the job performance improvement!



# Improve your problem solving skills!

At this workshop you will learn what is going on AFTER you send in the order or the paperwork. You will build a knowledge foundation to help you navigate the confusing terrain of the typical Broker-Dealer Operations area. When you have a question, you'll learn where to go to get an answer - and why! You'll learn the jargon used by technical specialists so you can work with them on an even footing.



## Course Objectives

After this workshop you will be able to:

1. Identify the competitive forces in the financial services industry that drive the need for your firm to deliver Service Excellence.
2. Feel compelled to provide Service Excellence to help your firm thrive within this competitive environment.
3. Explain the relationship between transfer agent, depository, broker-dealer and customer security positions.
4. List the steps to receive a stock or bond certificate from a customer and deposit it to DTC.
5. Explain the role of the NSCC in comparing the street side of agency trades.
6. Explain the role of the DTC in settling the street side of agency trades.
7. Explain the actions taken by a Broker-Dealer to execute, compare and settle both sides of an agency transaction.
8. Use a diagram to explain how the Operations departments at a typical Broker-Dealer fit together.
9. Given any Operations department name, state the primary process or function of that department.
10. List the names and functions of the regulatory bodies that produce rules, regulations and guidelines to which each Broker-Dealer must comply.
11. Describe the difference for a Broker-Dealer in maintaining a networking relationship with a mutual fund company compared to an omnibus relationship.
12. Explain how the processing of a mutual fund trade is different from processing a stock trade.
13. Compare the processing of a mutual fund dividend to processing a stock dividend.
14. Explain how a customer's existing mutual fund position is brought on to a Broker-Dealer's books and records.
15. Explain how the processing of an annuity trade is different from processing a stock trade.
16. Explain the role of a Broker-Dealer in an annuity transaction involving an introducing broker, their customer and an insurance company.
17. Identify the typical departments within the mutual fund area of a Broker-Dealer and the primary responsibility of each one.



## Your instructor



Peter Sprague has worked in the securities industry since 1983. From accountant to auditor, from financial analyst to trainer, Peter's experience cuts across departments and functions. While Vice President, Corporate Training for Raymond James & Associates, he was instrumental in the development of Raymond James University, a standard-setting educational program in the securities industry. He worked with subject matter experts throughout Operations to design, develop and deliver a variety of courses about the securities industry. As President of Corporate Training Partners, he has worked with other broker-dealers to help their employees untangle the web of confusion that often entangles new employees.

Peter views education through the lens of customer service: how can technical knowledge like what is taught in this class be translated into better service? He thrives on moving from concept to action, realizing that each participant must apply any new information to the job in order to maximize your investment in training.

## When?

**Tuesday, January 21, 2003**

**Registration & Breakfast**

**8:30 – 9:30 a.m.**

**Seminar**

**9:00 a.m.– 4:00 p.m.**

## Where?

**Sheraton Suites**

**Tampa Airport**

4400 West Cypress Street

Tampa, Florida

813.873.8675

**Sign up  
today!**

Registration fee is only \$277. However, register before January 1<sup>st</sup> and receive the **LOW EARLY BIRD** rate of only \$197. Your investment includes registration for the workshop, workshop materials, continental breakfast and buffet lunch.

Payment can be made only by check or cash. Make your check payable to Corporate Training Partners, Inc.

To register complete this form and return it today, with your check, to:

Corporate Training Partners, Inc,

3444 5<sup>th</sup> Ave N.

St. Petersburg, FL 33710.

Call 727.321.5077 with any questions, or see us on the web at

[www.corporatetrainingpartners.com](http://www.corporatetrainingpartners.com).

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### **Cancellation Policy**

Cancellations received up to five business days prior to the seminar (by 5:00 p.m. Tuesday, January 14, 2003) are refundable, less a \$25 registration service charge. After this date, cancellations are non-refundable. However, they may be applied to future conference fees.

Substitutions are allowed at any time.

## Directions

### **From North**

Take Interstate 275 South to Lois Exit (22). Exit on Lois and head north. Go to Cypress Street and turn left. Hotel is on the left 3 blocks down.

### **From South**

Take I-275 North to Lois Exit (22). Exit on Lois and head north. Go to Cypress Street and turn left. Hotel is on the left 3 blocks down.

### **From East**

Take Interstate 4 West and connect to I-275 South. Exit on Lois (22) and head north. Go to Cypress Street and turn left. Hotel is on the left 3 blocks down.

### **From West**

Take I-275 North to Lois Exit (22). Exit on Lois and head north. Go to Cypress Street and turn left. Hotel is on the left 3 blocks down.