



Legacy Funeral Plan

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## INTRODUCTION AND OVERVIEW

This training is designed to equip you with the knowledge, skills, and ethical foundation necessary to thrive in the dynamic, client-focused SASSA deduction environment.

Our mission is to offer reliable financial solutions to SASSA grant holders while upholding the highest standards of integrity, compliance, and customer care.

As a frontline representative, you will play a vital role in shaping the customer experience and protecting both the company's reputation and the financial wellbeing of our more vulnerable clients.

# OVERARCH INTRODUCTION AND OVERVIEW

**This training program will help you:**

**Understand the Clientèle Legacy funeral plan and the related capturing systems**

**Engage with SASSA grant holders ethically, confidently and professionally**

**Operate within the regulatory frameworks that govern the Social Grant Insurance deduction space**

**Commit to continuous improvement and personal development**

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## MODULE 1: REGULATION 26A

### Understanding Regulation 26A

This part of the Social Assistance Act and specifically relates to the deduction of insurance premiums from social grants administered by SASSA (South African Social Security Agency).

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## MODULE 1: REGULATION 26A

### Key Points to Remember:

**Permission-Based Deductions:** Deductions can only be made if the client explicitly authorises the deduction in writing or via a compliant digital method.

**Eligible Products Only:** Only approved insurance products—such as the Clientèle Legacy Funeral plan are eligible for deductions under Reg 26A.

**Ethical Conduct is Non-Negotiable:** As an agent, it is your legal and moral duty to explain the product clearly, ensure the client fully understands the terms, and never mislead or coerce a client into signing up.

**Client Protection:** The regulation exists to protect vulnerable clients, especially elderly and grant-dependent individuals. You must be especially sensitive and respectful in these interactions.

**Full Disclosure:** Every client must receive a full explanation of the product, premium, benefits, and cancellation rights. Ensure that any documentation is provided and explained in their home language where possible.

**Quality Assurance and Verification:** All Reg 26A applications must go through strict quality checks, including voice recordings, signed consent, and system verification to ensure compliance.

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## MODULE 1: REGULATION 26A

Only the following SASSA-administered grants are eligible for insurance premium deductions under Regulation 26A:

1.  
Old Age Pension Grant  
For elderly individuals  
(60 years and older).

2.  
Disability Grant  
For individuals medically  
certified as disabled and  
unable to support  
themselves.

3.  
War Veterans Grant  
For individuals over the age  
of 60 who served in a war  
and meet income and asset  
requirements.

These are the only three categories from which legally compliant deductions can be made under Reg 26A for approved insurance products.

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## MODULE 1: REGULATION 26A

### Consequences of Non-Compliance:

Regulatory violations can result in termination, legal action, and the loss of your license or permission to sell.

The company may also face penalties, reputational damage, and suspension from doing business with SASSA.

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## MODULE 1: TREATING CLIENTS FAIRLY (TCF)

**As a financial services provider, our credibility, reputation, and license to operate depends on strict adherence to industry regulations. As a Sales Agent, you are expected to uphold these standards in every client interaction.**

**Treating Clients Fairly** is a core principle set by the Financial Sector Conduct Authority (FSCA) to ensure that clients are always placed at the heart of the business. It is not just a guideline—it is a mandatory framework that must be practiced daily.

- This core principle becomes even more critical when working with vulnerable people such as the elderly and the disabled.
- The TCF framework is built on six outcomes designed to protect customers. As a Sales Agent, you are responsible for helping achieve these outcomes



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## MODULE 1: TREATING CLIENTS FAIRLY (TCF)

### TCF Core Principles & How You Apply Them:

**1. Clients must feel confident they are dealing with a company where fair treatment is central to the culture.**

- Always represent the Clientèle brand with honesty, professionalism, and empathy.
- Avoid aggressive selling tactics or pressure.

**2. Products and services must be designed to meet the needs of identified client groups.**

- Recommend only suitable products aligned with the client's financial needs, status, and understanding.
- Never sell policies to unqualified or underage individuals (e.g., children or grant-ineligible individuals).

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## MODULE 1: TREATING CLIENTS FAIRLY (TCF)

**3. Clients must receive clear, honest, and accurate information before, during, and after the point of sale.**

- Explain all benefits, exclusions, and costs of the policy in a language the client understands.
- Do not hide or skip over important terms and conditions.

**4. Advice must be suitable and take the client's personal circumstances into account.**

- Ask the right questions to understand the client's needs before offering a solution.
- If a product is not suitable, do not proceed with the sale.

**5. Products must perform as expected and the service must match what was promised.**

- Set realistic expectations regarding premium payments, waiting periods, and claims procedures.
- Avoid creating false hope about pay-outs or benefits.

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## MODULE 1: TREATING CLIENTS FAIRLY (TCF)

**6. Clients must not face unreasonable barriers when they want to switch, cancel, or claim.**

- Always inform clients about their right to cancel within the cooling-off period (usually 30 days).
- Provide assistance with cancellations or claims when requested, without bias or delay.

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## MODULE 1: TREATING CLIENTS FAIRLY (TCF)

### Your Responsibilities as an Agent:

#### **Ensure clients are well-informed**

Use simple, understandable language and confirm that the client truly understands what they are signing.

#### **Avoid misleading or exaggerated information**

Never lie, overpromise, or omit key details about a policy.

#### **Act in the customer's best interest**

Your role is not just to sell, but to serve. Build trust. Be ethical. Think long-term.

### Non-Compliance Risks:

Regulatory investigations and fines

Loss of commission and employment

Legal action against the agent and/or company

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## MODULE 1: FINANCIAL ADVISORY AND INTERMEDIARY SERVICES ACT (FAIS)

The FAIS Act is a legal framework that regulates how financial products are marketed and sold in South Africa. Its purpose is to ensure that clients receive honest, competent, and appropriate advice from qualified individuals.

As a Sales Agent, you are considered a representative of a Financial Services Provider (FSP). Therefore, you must operate within the boundaries of the law, always prioritising the needs and understanding of the client.

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## MODULE 1: FINANCIAL ADVISORY AND INTERMEDIARY SERVICES ACT (FAIS)

### Core FAIS Responsibilities:

#### Do not Provide Financial Advice:

You may not provide financial advice you can explain the product benefits and answer normal admin related questions; you cannot compare products or advise a client to cancel another product to take your product..

#### If a client asks for advice on which policy to choose or which cover is best:

- You may explain the product features and benefits.
- You may not recommend a specific product unless you are qualified and authorized to do so.

If unsure, refer the client to your Team Leader.

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## MODULE 1: FINANCIAL ADVISORY AND INTERMEDIARY SERVICES ACT (FAIS)

### Maintain Clear, Fair, and Honest Communication:

- Use simple, understandable language that the client can easily follow.
- Avoid jargon, complicated terms, or rushing through product explanations.
- Ensure clients understand the:
  - Premiums and how they're deducted
  - Waiting periods and claim processes
  - Policy exclusions and limitations
- Confirm understanding by asking the client to repeat key information or by encouraging questions.

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## MODULE 1: FINANCIAL ADVISORY AND INTERMEDIARY SERVICES ACT (FAIS)

### Disclose All Product Terms, Benefits, and Exclusions:

- **Transparency is the law. Always disclose:**
  - What is covered and what is not
  - All fees, charges, and possible penalties
  - The client's right to cancel within the cooling-off period
- Provide a summary of the policy and ensure the client receives a copy of the full terms and conditions.

Never omit, downplay, or misrepresent any information to close a sale



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## MODULE 1: FINANCIAL ADVISORY AND INTERMEDIARY SERVICES ACT (FAIS)

### Consequences of FAIS Non-Compliance:

Immediate dismissal from the company

Revocation of your FSP representative status

Legal action, fines up to R1 million

Long-term blacklisting from the financial services industry

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## MODULE 1: FINANCIAL ADVISORY AND INTERMEDIARY SERVICES ACT (FAIS)

### Best Practices:

Stay within your scope—inform, but don't advise unless licensed.

Make full and fair disclosure part of every sales conversation.

Be honest and never lie or mislead a client.