



broker distribution channel
join us

Insurance

Financial Planning

Retirement

Investments

Wealth

introduction

At Sanlam we understand that people work hard for their money in order to create a better future for themselves and their families. Whether they have a lot of money or a little, we treat it as if it were our own, with a respect for what went into making it and an appreciation for what can be made of it. We understand that nothing worthwhile can be hurried, and that “good” is not good enough. It’s a commitment to roll up our sleeves and never be afraid of good old-fashioned hard work.

We are determined and purposeful. Solid and stable. Dedicated and diligent. Caring and committed. To turning money into meaning and into possibility through wealth creation and protection. We want to create a world worth living in and help people live their best possible lives within it. This is what makes us Wealthsmiths™.



who are we?

The essence of Sanlam's Broker Distribution channel (SBD) is to drive investor flows and keep our brand and national footprint as strong as it is. We are a dynamic, an innovative and a high-performance distribution channel, committed to the value of independent intermediated advice and to long-term relationships between brokers and their clients.

what do we offer our people?

At Sanlam's Broker Distribution channel we are very serious about our staff and their contribution to our success. We provide a unique employment environment that is unequalled in the South African market. As a result, many of our staff members have careers with us that routinely span decades.

We empower our people to be competitive by offering our clients a unique value proposition. It all starts with me, the individual. I take personal responsibility and ownership to deliver what we promise.

To realise each person's dream of success and to help create meaning, we invest in individual careers, create opportunities for those who take joint responsibility for their careers, and ensure exceptional rewards for work done very, very well.

our employee value proposition

Our employee value proposition is aligned with the Sanlam Group employee value proposition of “Realise your Worth”. We have developed six pillars of what we call the Wealthsmiths™ Commitment to help you realise your growth.

the six pillars are:



01 reputation

Sanlam's Broker Distribution channel staff say:

- ① We are synonymous with stability, trustworthiness, consistency and conservatism. We keep our promises.
- ② We are a preferred employer.
- ③ We have strong organisational ethics.
- ④ Sanlam is a well-known brand.

reputation

As Wealthsmiths™, we believe everyone and everything is worth more.

Since our inception, we've held true to our founding purpose of **EMPOWERING PEOPLE TO LIVE THEIR BEST POSSIBLE LIVES.**

We are committed to transformation and sustainable progress, to creating **A WORLD WORTH LIVING IN.**

We invest in our communities, our environments and our people.

THAT IS HOW WE BUILD LEGACIES, **TOGETHER.**

LET'S START BUILDING YOURS.

02 leadership

Sanlam's Broker Distribution channel staff say:

- ① Our strategy and purpose is clear.
- ② We are inspired by our leaders' commitment.

leadership As a Wealthsmith™ you'll always be in the company of LEADERS.

FOR MORE THAN 97 YEARS, we've been committed to achieving at the highest level, to diligently do what needs to be done, TIME AND TIME AGAIN.

WHY?

Because we know that
SUCCESS DEPENDS ON
HARD WORK
AND DETERMINATION.

We take leadership seriously and commit to **NURTURING AND GROWING OUR LEADERS**, at all levels of the business.

LEAD BY EXAMPLE.

03 growth

Sanlam's Broker Distribution channel staff say:

- ① We provide challenging, stimulating job and development opportunities.
- ② Our training is far superior to that provided by the rest of the industry

As Wealthsmiths™
growth OUR WORK
IS NEVER DONE.

We inspire each other to go beyond the necessary, to do more, and to do it better.

WE BELIEVE IN
GREATER
GROWTH.

A growth that touches
more and more lives,
so that everyone can reach their
full potential.

That's why we strive to provide
challenging, stimulating job
and development opportunities.

FIND OUT WHY YOUR GROWTH
IS OUR GROWTH.

04 reward

Sanlam's Broker Distribution channel staff say:

- ① Our remuneration packages set us apart from competitors.
- ② We are motivated with special and long-term incentives, as well as regular competitions.
- ③ We are rewarded for outstanding performance.

As Wealthsmiths™ we believe
reward IN A DEEPER REWARD
THAT COMES FROM
A JOB WELL DONE.

We have an ethos and appreciation for the
COMMITMENT, DILIGENCE,
CARE AND ATTENTION
that go into being a Wealthsmith™.

This is why we reward
**exceptional performance
and recognise excellence,**
offering market and performance-based
remuneration packages,
as well as special incentives.

It is our way
of showing
OUR PEOPLE
**THE RESPECT
THEY DESERVE.**

LET'S MAKE WORK
REWARDING.

05 connectivity

Sanlam's Broker Distribution channel staff say:

- ① We are proud to work at Sanlam.
- ② We are motivated and content.
- ③ Our culture is familial, warm, friendly, caring and collaborative. It supports the building of team spirit and encourages you to approach colleagues for assistance when needed.
- ④ We are a diverse team with great respect for each other.

Our Wealthsmith™
connectivity CULTURE
is rooted in
SINCERITY,

respect and care for each other
and our extended communities.

WE'RE FOCUSED ON DOING THINGS RIGHT,
AND DOING THEM TOGETHER.

This starts with
embracing diversity
and the power of
collaboration.

We do good business,
for the good of the
COUNTRY AND THE
PEOPLE IN IT.

What unites us is that our work is never done.

LET'S GET INVOLVED.

06 balance

Sanlam's Broker Distribution channel staff say:

- ① Our individual wellbeing is valued.
- ② We are encouraged to follow our passion and to perform optimally according to our circumstances.
- ③ Sanlam's employee assistance and wellness programmes provide valuable support in tough times.

balance

We are Wealthsmiths™ and if you work for us, you work for a company that wants to make a

POSITIVE DIFFERENCE
TO THE LIVES OF ALL SOUTH AFRICANS,
AND MOST IMPORTANTLY, ITS STAFF.

A company that recognises how crucial

BALANCE

IS TO YOUR WELLBEING,
and gives you what you need to achieve it.

It's about helping
YOU FIND
fulfilment
in your work.

Because the amount of money we make or hours we work will never be the sole measure of our success.

**LET US HELP YOU LIVE
YOUR PASSION.**



If you want to distinguish yourself, realise your true worth and become part of a dynamic, high-performance distribution channel, please contact us at:

E Sbdhrsupport@sanlam.co.za

www.sanlam.co.za

call us 

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Sanlam is a Licensed Financial Services Provider.

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