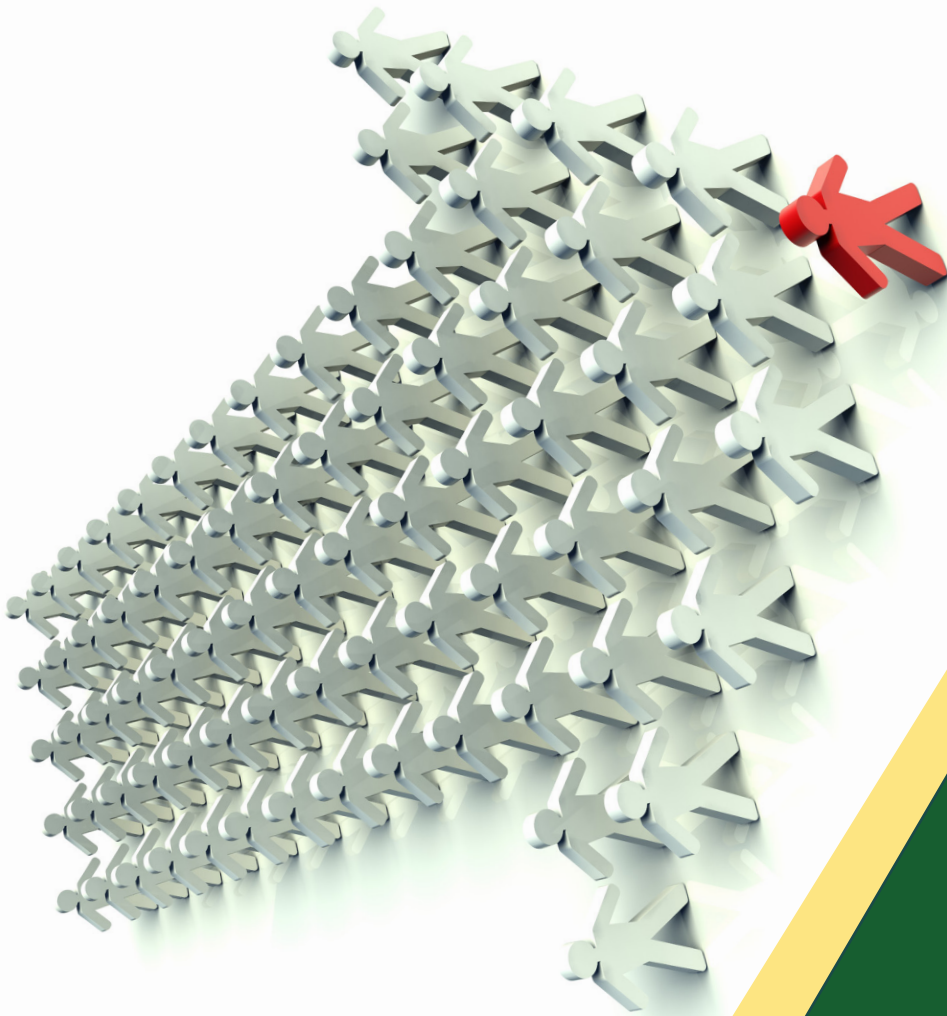




**Asian
Institute of
Insurance**

Pro Power

**Master the Art of Connection
and Elevate your Sales Game**



**3 Prime Skills
4 Power Skills
Proficiency Level: Novice**

CPD: 14 Hours



PROGRAMME OVERVIEW

This programme is designed to equip life insurance agents with practical tools, techniques, and mindset development to excel in prospecting, relationship building, and career confidence.

Across four key modules, agents will learn how to use digital tools for efficient prospecting, build lasting relationships, enhance communication skills, and deliver compelling sales presentations.

The focus is on skillset enhancement and mindset transformation, ensuring agents are well-prepared to handle objections, build confidence, and ultimately close deals effectively.

Pro Power Programme will provide:

Proficiency in Digital Prospecting:

Agents will become proficient in using the i-Connect tool to prospect effectively and acquire new leads.

Positive Mindset and Career Growth:

Agents will develop a resilient, positive mindset, boosting career confidence and goal-setting capabilities.

Enhanced Communication Skills:

Agents will master communication techniques, enabling them to build and nurture strong client relationships.

Mastery of Sales Presentation and Closing:

Agents will gain the skills to deliver persuasive sales presentations, close deals efficiently, and follow up for customer retention.

Improved Objection Handling:

Agents will be skilled in turning objections into opportunities, enhancing their ability to secure deals.

PROGRAMME HIGHLIGHTS



Effective Digital Prospecting:

Master the i-Connect app to efficiently prospect, manage tasks, and send personalized messages to potential clients.



Building a Success-Oriented Mindset:

Cultivate a positive attitude, overcome common career barriers, and set clear, achievable goals to maintain long-term success.



Advanced Communication Techniques:

Learn to listen actively, build deeper relationships, and apply advanced interaction strategies to nurture meaningful client connections.



Sales Presentation & Closing Mastery:

Gain expertise in crafting tailored presentations, handling objections, and closing deals with confidence and skill.



Post-Sale Relationship Building:

Understand the importance of follow-up and relationship management through i-Connect, ensuring customer retention and future sales opportunities.

FACULTY PROFILES:



Andy Tang, with over 30 years of experience in financial services management, is a visionary leader in wealth protection, business succession, and financial literacy.

He is a seasoned expert in personal and business wealth management, specializing in wealth protection, accumulation, and distribution.

His experience spans cash flow, debt, and liability management, as well as talent retention and business succession planning.

He has trained ING's trainers and regional managers on effective closing techniques and provided exclusive leadership training to Etiqa's agency managers.

A sought-after speaker, Andy has shared his insights across Asia, including AIA in Bangkok and major platforms in Beijing, Guangzhou, and Hong Kong.

Through his efforts, Andy has successfully developed exceptional managers and leaders who now serve communities nationwide, demonstrating his enduring impact on the financial services industry.



Ivon Lee, a highly skilled leader with over two decades of experience, is a driving force in leadership development and agency management within the insurance industry.

Her expertise spans leadership, agency development, personal development, soft skills, and sales training.

She applies the 6 Disciplines of Breakthrough Learning to design and develop programs, producing over 10 major leadership initiatives that drive quality recruitment, business sustainability, and high-performance culture at AIA.

As a Faculty Head, she collaborates closely with Sales Heads to translate business strategies into effective training programs.

Her ability to balance business targets with training effectiveness and communication needs has earned her the trust of AIA's Chief Agency Distribution Officer to lead key people development projects.

PROGRAMME CONTENT & SCHEDULE

Module	Details
Module 1: Mastering Prospecting with i-Connect (Day 1, am)	<ol style="list-style-type: none">1. Introduction and Setup:<ul style="list-style-type: none">» Overview and benefits of i-Connect system» Installing and setting up the app2. Data Input:<ul style="list-style-type: none">» Keying in raw prospects' details» Capturing hobbies, interests, and concerns3. Automated Messaging:<ul style="list-style-type: none">» Using the messaging system for prospecting» Crafting and sending personalized messages4. Task Scheduling and Management:<ul style="list-style-type: none">» Following up on system-scheduled tasks» Managing interactions with prospects5. Practical Application:<ul style="list-style-type: none">» Hands-on practice with feedback» Role-playing prospect interactions
Module 2: Building a Positive Mindset and Career Confidence (Day 1, pm)	<ol style="list-style-type: none">1. Mindset Basics:<ul style="list-style-type: none">» Importance of a positive mindset in career success» Overcoming common mindset barriers2. Building Confidence:<ul style="list-style-type: none">» Boosting self-confidence with strategies» Learning from success stories & industry prospect3. Career Planning:<ul style="list-style-type: none">» Setting realistic & achievable goals» Creating a personal roadmap & dream board4. Habit Formation:<ul style="list-style-type: none">» Developing productive habits & routines» Emphasizing consistency and perseverance5. Attitude Adjustment:<ul style="list-style-type: none">» Cultivating a positive work attitude» Techniques to stay motivated & focused
Module 3: Enhancing Relationship Building and Communication Skills (Day 2, am)	<ol style="list-style-type: none">1. Communication Essentials:<ul style="list-style-type: none">» Principles of effective communication» Active listening and empathy2. Using i-Connect for Relationship Building:<ul style="list-style-type: none">» Enhancing interactions at levels C and C+» Sending appropriate messages to deepen relationships3. Advanced Interaction Techniques:<ul style="list-style-type: none">» Engaging in meaningful conversations» Nurturing & maintaining relationships4. Handling Objections:<ul style="list-style-type: none">» Addressing common objections & challenges» Turning objections into opportunities5. Practical Session:<ul style="list-style-type: none">» Prospect interaction simulations» Feedback and improvement

PROGRAMME CONTENT & SCHEDULE

Module	Details
Module 4: Sales Presentation and Closing Techniques (Day 2, pm)	<ol style="list-style-type: none">1. Presentation Fundamentals:<ul style="list-style-type: none">» Structuring effective sales presentations» Tailoring presentations to meet prospect needs2. Using i-Connect:<ul style="list-style-type: none">» Transitioning to sales discussions at level B» Presenting needs-based solutions3. Closing Strategies:<ul style="list-style-type: none">» Proven techniques for closing sales» Handling last-minute objections & securing the deal4. Post-Sale Follow-Up:<ul style="list-style-type: none">» Importance of follow-up in customer retention» Managing client relationships with i-Connect5. Role-Playing and Improvement:<ul style="list-style-type: none">» Practicing presentations and closing» Setting goals for continuous development

TARGET AUDIENCE

- All Life Insurance Agents
- Agents who want to explore alternative ways to increase productivity and effectiveness
- Underperforming Life Insurance Agents (below MOC target)
- All staff highlighted by respective insurer

FEE

Member

RM800 per pax, with maximum 30 pax per class.

Non-member

RM880 per pax, with maximum 30 pax per class.

Alignment to the Future Skills Framework

PRO-POWER PROGRAMME



3 Prime Skills
4 Power Skills
Proficiency Level: Novice

Skills Developed by Attending this Programme

Prime Skills

Customer Experience Management

1. Customer Screening and Onboarding
2. Customer Acquisition and Retention Management
3. Customer Relationship Management

Power Skills

Innovation & Delivery

1. Digital Fluency
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REGISTER NOW



Click [here](#) or QR code to register.

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