Asian Institute of Insurance
(Formerly known as Malaysian Insurance Institute)

ProPower

Master the Art of Connection and Elevate your Sales Game

2 DAYS PROGRAMME

TRAINING MODE:
Face to face (F2F) or Virtual

14 TRAINING HOURS

Proficiency Level: Novice

FSF
FUTURE SKILLS FRAMEWORK MALAYSIA

7 Prime Skills
5 Power Skills

PROGRAMME OVERVIEW

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

Across four key modules, advisors 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 advisors are well-prepared to handle objections, build confidence, and ultimately address customers effectively.

Programme Objectives

Proficiency in Digital Prospecting:

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

Positive Mindset and Career Growth:

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

Enhanced Communication Skills:

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

Mastery of Customer Centric Presentation and Success in Solutioning:

Advisors will gain the skills to deliver persuasive customer-centric presentations, address customers' concerns efficiently, and follow up for customer retention.

Improved Objection Handling:

Advisors will be skilled in empathy listening, turning objections into opportunities, enhancing their ability to meet customers' needs with the right plan.

PROGRAMME HIGHLIGHT

Effective Digital Prospecting:

Master the i-Connect app to efficiently prospect, manage tasks, and send personalised 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 in delivering customer-centric solutions.

Advanced Communication Techniques:

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

Solution Presentation & Closing Mastery:

Gain expertise in crafting tailored presentations, handling objections, and engaging customers with confidence and skill.

Sustainable Relationship Building:

Understand the importance of follow-up and relationship management through i-Connect, ensuring customer retention, discovering and meeting future needs when customer's life evolves.

PROGRAMME CONTENT

Module	Details
Module 1: Mastering Prospecting with i-Connect (Day 1, am)	**1. Introduction and Setup:** » Overview and benefits of i-Connect system » Installing and setting up the app **2. Data Input:** » Keying in raw prospects' details » Capturing hobbies, interests, and concerns **3. Automated Messaging:** » Using the messaging system for prospecting » Crafting and sending personalised messages **4. Task Scheduling and Management:** » Following up on system-scheduled tasks » Managing interactions with prospects **5. Practical Application:** » Hands-on practice with feedback » Role-playing prospect interactions
Module 2: Building a Positive Mindset and Career Confidence (Day 1, pm)	**1. Mindset Basics:** » Importance of a positive mindset in career success » Overcoming common mindset barriers **2. Building Confidence:** » Boosting self-confidence with strategies » Learning from success stories & industry prospect **3. Career Planning:** » Setting realistic & achievable goals » Creating a personal roadmap & dream board **4. Habit Formation:** » Developing productive habits & routines » Emphasising consistency and perseverance **5. Attitude Adjustment:** » Cultivating a positive work attitude » Techniques to stay motivated & focused

PROGRAMME CONTENT

Module	Details
Module 3: Enhancing Relationship Building and Communication Skills (Day 2, am)	**1. Communication Essentials:** » Principles of effective communication » Active listening and empathy **2. Using i-Connect for Relationship Building:** » Enhancing interactions at levels C and C+ » Sending appropriate messages to deepen relationships **3. Advanced Interaction Techniques:** » Engaging in meaningful conversations » Nurturing & maintaining relationships **4. Handling Objections:** » Addressing common objections & challenges » Turning objections into opportunities **5. Practical Session:** » Prospect interaction simulations » Feedback and improvement
Module 4: Solution Presentation and Closing Techniques (Day 2, pm)	**1. Presentation Fundamentals:** » Structuring effective sales presentations » Tailoring presentations to meet prospect needs **2. Using i-Connect:** » Transitioning to sales discussions at level B » Presenting needs-based solutions **3. Closing Strategies:** » Proven techniques for delivering solutions successfully » Handling last-minute objections & getting customer to be engaged **4. Sustainable Engagement:** » Importance of follow-up in customer retention » Managing client relationships with i-Connect **5. Role-Playing and Improvement:** » Practicing presentations and closing » Setting goals for continuous development

SPEAKER PROFILE

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 vast experience includes 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.

TARGET AUDIENCE

- Life Insurance advisors
- Advisors who want to explore alternative ways to increase productivity and effectiveness
- Life Insurance advisors target for reactivation
- All staff aspire to acquire the skills

PROGRAMME FEE

In-House Programme

Maximum 30 pax per session	– RM40,000
Additional Participants	– RM1,500 per pax

FSF SKILLS

7 Prime Skills
5 Power Skills
Proficiency Level: Novice

Prime Skills	
Customer Experience Management	1. Customer Screening and Onboarding 2. Customer Acquisition and Retention Management 3. Customer Relationship Management 4. Customer Profiling 5. Account Management 6. Sales Strategy 7. Sales Target Management

Power Skills	
Innovation & Delivery	1. Digital Fluency 2. Business Acumen 3. Communication 4. Empathy 5. Influencing and negotiation

REGISTER NOW

Click here or QR code to register.

Asian Institute of Insurance
197701004772 (35445-H),
Level 6, Bangunan AICB,
No. 10 Jalan Dato' Onn,
50480 Kuala Lumpur, Malaysia

For further information, please contact:
Email: sales@aiiasia.org